DOCUMENT RESUME

ED 335 590 CG 023 583

TITLE	Cartoon All-Stars to the Rescue. Joint Hearing before the Senate Committee on the Judiciary and the House Committee on the Judiciary on An Entertaining Way of Enlightening Children about the Dangers of Substance Abuse. One Hundred First Congress, Second Session.
INSTITUTION	Congress of the U.S., Washington, D.C. House Committee on the Judiciary.; Congress of the U.S., Washington, D.C. Senate Committee on the Judiciary.
REPORT NO	Senate-Hrg-101-1220
PUB DATE	19 Apr 90
NOTE	56p.; Serial No. J-101-70; Serial No, 139. Government Printing Office, Washington, DC 20402.
AVAILABLE FROM	Superintendent of Documents, Congressional Sales Office, U.S. Government Printing Office, Washington, DC 20402.
PUB TYPE	Legal/Legislative/Regulatory Materials (090)
EDRS PRICE	MF01/PC03 Plus Postage.
DESCRIPTORS	*Cartoons; *Childrens Television; *Drug Education; Hearings; Mass Media Role; *Substance Abuse; Television
IDENTIFIERS	*Cartoon All Stars to the Rescue; Congress 101st

ABSTRACT

This document presents witness testimony and supplemental materials from a Congressional hearing called to examine Cartoon All-Stars to the Rescue, a cartoon designed to teach children about the danger of substance abuse. Opening statements are included by Senator Joseph Biden, Jr., chairman of the Senate Judiciary Committee, and by Senators Strom Thurmond, Howard Metzenbaum, Charles Grassley, Paul Simon, Patrick Leahy, Orrin Hatch, and Arlen Specter and Representatives Jack Brooks, Hamilton Fish, John Conyers, Jr., and Craig James. Testimony is included from: (1) Richard Frank, president of Walt Disney Studios; (2) John Agoglia, chairman of the Academy of Television Arts and Sciences campaign against substance abuse steering committee, executive vice president of TV business affairs, NBC, executive vice president, NBC Productions; (3) Roy Disney, vice chairman of the board of directors, the Walt Disney Company; and (4) Kenneth Barun, vice president and executive director, Ronald McDonald Children's Charities, McDonald's Corporation. Mr. Frank discusses some of the activities, especially the half-hour animated antidrug program, Cartoon All-Stars to the Rescue, that aired on a Saturday morning on all channels and all networks simultaneously; Mr. Agoglia tells how the cartoon special evolved; Mr. Disney describes the production of the cartoon; and Mr. Barun explains how and why the McDonald's Corporation became involved in the project. (NB)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

S. HRG. 101-1220

CARTOON ALL-STARS TO THE RESCUE

ED335590

JOINT HEARING

BEFORE THE

SENATE COMMITTEE ON THE JUDICIARY

AND THE

HOUSE COMMITTEE ON THE JUDICIARY

ONE HUNDRED FIRST CONGRESS

SECOND SESSION

ON

AN ENTERTAINING WAY OF ENLIGHTENING CHILDREN ABOUT THE DANGERS OF SUBSTANCE ABUSE

APRIL 19, 1990

Senate Judiciary Committee
Serial No. J-101-70

House Judiciary Committee
Serial No. 139

Printed for the use of the Committees on the Judiciary

CG023583

BEST COPY AVAILABLE

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☒ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

U.S. GOVERNMENT PRINTING OFFICE

34-981 WASHINGTON : 1991

For sale by the Superintendent of Documents, Congressional Sales Office
U.S. Government Printing Office, Washington, DC 20402

SENATE COMMITTEE ON THE JUDICIARY

JOSEPH R. BIDEN, JR., Delaware, *Chairman*

EDWARD M. KENNEDY, Massachusetts
HOWARD M. METZENBAUM, Ohio
DENNIS DECONCINI, Arizona
PATRICK J. LEAHY, Vermont
HOWELL HEFLIN, Alabama
PAUL SIMON, Illinois
HERBERT KOHL, Wisconsin

STROM THURMOND, South Carolina
ORRIN G. HATCH, Utah
ALAN K. SIMPSON, Wyoming
CHARLES GRASSLEY, Iowa
ARLEN SPECTER, Pennsylvania
GORDON J. HUMPHREY, New Hampshire

RONALD A. KLAIN, *Chief Counsel*
DIANA HUFFMAN, *Staff Director*
JEFFREY J. PECK, *General Counsel*
TERRY L. WOOTEN, *Minority Chief Counsel and Staff Director*

HOUSE COMMITTEE ON THE JUDICIARY

JACK BROOKS, Texas, *Chairman*

ROBERT W. KASTENMEIER, Wisconsin
DON EDWARDS, California
JOHN CONYERS, JR., Michigan
ROMANO L. MAZZOLI, Kentucky
WILLIAM J. HUGHES, New Jersey
MIKE SYNAR, Oklahoma
PATRICIA SCHROEDER, Colorado
DAN GLICKMAN, Kansas
BARNEY FRANK, Massachusetts
GEO. W. CROCKETT, JR., Michigan
CHARLES E. SCHUMER, New York
BRUCE A. MORRISON, Connecticut
EDWARD F. FEIGHAN, Ohio
LAWRENCE J. SMITH, Florida
HOWARD L. BERMAN, California
RICK BOUCHER, Virginia
HARLEY O. STAGGERS, JR., West Virginia
JOHN BRYANT, Texas
MEL LEVINE, California
GEORGE E. SANGMEISTER, Illinois
CRAIG A. WASHINGTON, Texas

HAMILTON FISH, JR., New York
CARLOS J. MOORHEAD, California
HENRY J. HYDE, Illinois
F. JAMES SENSENBRENNER, JR., Wisconsin
BILL MCCOLLUM, Florida
GEORGE W. GEKAS, Pennsylvania
MICHAEL DEWINE, Ohio
WILLIAM E. DANNEMEYER, California
HOWARD COBLE, North Carolina
D. FRENCH SLAUGHTER, JR., Virginia
LAMAR S. SMITH, Texas
CHUCK DOUGLAS, New Hampshire
CRAIG T. JAMES, Florida
TOM CAMPBELL, California

WILLIAM M. JONES, *General Counsel*
ROBERT H. BRINK, *Deputy General Counsel*
ALAN F. COFFEY, JR., *Minority Chief Counsel*

CONTENTS

OPENING STATEMENTS

	Page
Biden, Chairman Joseph R., Jr	1
Brooks, Chairman Jack	3
Thurmond, Hon. Strom	4
Fish, Hon. Hamilton, Jr	6
Metzenbaum, Hon. Howard M	9
Conyers, Hon. John, Jr	27
Grassley, Hon. Charles E	31
Simon, Hon. Paul	34
Leahy, Hon. Patrick J	36
Hatch, Hon. Orrin G	37
Specter, Hon. Arlen	38
James, Hon. Craig T	40

CHRONOLOGICAL LIST OF WITNESSES

Frank, Richard, president, Walt Disney Studios	10
Agoglia, John, chairman of the Academy of Television Arts and Sciences campaign against substance abuse steering committee, executive vice president of TV business affairs, NBC, executive vice president, NBC Productions	17
Disney, Roy, vice chairman of the board of directors, the Walt Disney Co	21
Barun, Kenneth, vice president and executive director, Ronald McDonald Children's Charities, McDonald's Corp	26

ALPHABETICAL LIST AND SUBMITTED MATERIAL

Agoglia, John:	
Testimony	17
Prepared statement	19
Barun, Kenneth: Testimony	26
Disney, Roy:	
Testimony	21
Prepared statement	23
Frank, Richard:	
Testimony	10
Prepared statement	13

CARTOON ALL-STARS TO THE RESCUE

THURSDAY, APRIL 19, 1990

U.S. SENATE,
COMMITTEE ON THE JUDICIARY,
AND HOUSE OF REPRESENTATIVES,
COMMITTEE ON THE JUDICIARY,
Washington, DC.

The committees met, pursuant to notice, at 10:07 a.m., in room SH-216, Hart Senate Office Building, Hon. Joseph Biden (chairman of the Senate Judiciary Committee) presiding.

Present: Senators Biden, Metzenbaum, Leahy, Simon, Thurmond, Hatch, Grassley, and Specter; and Representatives Brooks, Conyers, Fish, Sensenbrenner, McCollum, Gekas, Coble, Douglas, James, and Campbell.

OPENING STATEMENT OF CHAIRMAN BIDEN

Chairman BIDEN. The hearing will please come to order. We are pleased to have with us the distinguished chairman of the House Judiciary Committee who deigned to come across the hall and be with us today, and I sincerely appreciate it, Mr. Chairman, that you would come over to this neck of the woods. It is an honor for us, and also, that your colleague, the ranking member, Hamilton Fish, would also come over with you. I noticed you came over separately, but you both came over. We are delighted to have you both here today, seriously, and the remainder of the House Judiciary Committee, Congressman Gekas who is here, and others who will be coming.

We convened this special joint session of our two committees to hear about a very special effort to educate our children about the dangers of drug abuse. Today, we will see unveiled here the newest weapon in our so-called war against drugs, and I am not real crazy about that phrase, but in our effort to stem what is a serious, serious problem facing this country. This new weapon is not a naval carrier group or a new prison. It isn't a $1 billion research program for cocaine-eating caterpillars. It is something far more powerful than any of those things. It is a cartoon.

Any of us who hold public office understand full well the most powerful weapon that we know in politics is a cartoon, and we are hopeful that one of the most powerful weapons in the effort to educate our children against the dangers of drug abuse will be a cartoon.

Anyone who doubts the power of cartoons, I don't think knows much about our children and their habits. For unless your family has been stranded on a desert island for the last 6 months, if you

are a parent like me with an 8-year-old, you know that the Teenage Mutant Ninja Turtles are a well-known group of individuals among 8-year-olds, and you know the powerful impact of those turtles, along with figures like Bugs Bunny and Winnie the Pooh and the Smurfs, and Alf, who have all had impacts upon our children, and this is a chance for their impact to be very positive.

Our children imitate these characters in their words and their mannerisms and their games, and often in their actions. And that is why for several years now—and I must acknowledge at the derision on occasion of my colleagues—I have been encouraging the entertainment industry to use those influential characters to produce antidrug programs. And that is why, though I drew some laughter at the time I must admit, I called in a speech last summer at the Press Club for the use of the talents that created Bambi and Benji to create new characters for children with antidrug messages. And that is why about 9 months ago I was proud to endorse the project you will see today, "Cartoon All-Stars to the Rescue," as it was getting underway.

The four men we have before us today each in his own right has made a tremendous contribution to this unprecedented effort. In just 48 hours 20 million children will be watching their handiwork and hopefully learning from it. And I hope every parent in this country will be in the front row seats with their children on Saturday morning as their TV sets are turned on watching "Cartoon All-Stars to the Rescue," as I will be, I must tell you, with my 8-year-old daughter. Because the interesting feature here is, Mr. Chairman, they will not be able to turn to anything else. That is, that this cartoon will be played on all channels, all networks simultaneously. Unprecedented.

In my opinion, "Cartoon All-Stars" is the single most ambitious and important drug education program ever attempted anywhere, and on behalf of American parents I want to thank all of you who were involved in this undertaking. I want to thank you very much for your effort, and hopefully we will see success.

Yes, today's drug war is about prisons and prosecutors, treatment beds and training programs, intelligence efforts and interdiction. But the long term struggle, the ultimate message of our success, has to be about education, about educating our children. Simply put, in the long run this cartoon may be the best thing we have to beat the drug dealers. So our message today is this, even if it sounds silly, cartoons may be able to beat the cartels with our young. If our schools and our families build upon the message that is being broadcast on Saturday morning, we may be able to make more progress than we ever have.

If teachers and the Ninja Turtles and the parents and the Pooh Bear all do their part, we can prevent this generation of children from becoming the next generation of drug addicts. This joint effort is what we are about to learn about today.

And now it is my pleasure to recognize Chairman Brooks for his opening statement, and to point out that I thought after his illness and his fight back that he may be a little calmer, a little more sedate, not be smoking as many cigars, but I am glad to see he is just as tough, has just as many cigars, and is just as cantankerous as he ever was.

Welcome, Mr. Chairman, it is a delight to have you over here and a delight to have you feeling so well.

OPENING STATEMENT OF CHAIRMAN BROOKS

Chairman BROOKS. Thank you very much, Senator. I am honored to be here with you. One of the reasons I am over here is the very high regard I have for you and the work you do on behalf of the people of this country.

We meet together this morning to learn about a unique cooperative effort in the battle against drug abuse, "Cartoon All-Stars to the Rescue," a historic animated entertainment program that will carry a strong antidrug message to an estimated 20 million of our Nation's children on television this Saturday morning. My youngest is 16 and she still likes to watch those Disney cartoons. I don't understand her, but she still does; 16 years old and she will still go watch them. I asked her the other day, "How old are you anyhow?" That does not faze her at all.

Joint hearings between House and Senate committees don't take place every day. In fact, they are rare, and the fact the two Judiciary Committees are meeting together this morning serves to underscore the importance we place on this issue. The scourge of drug abuse destroys millions of individual lives, tears apart countless numbers of families, and yanks at the very fabric of our society. Statistics reveal that drugs are becoming a serious problem even among our young children. For example, nearly one-third of fourth grade students have been encouraged by their fellow students to try either alcohol or marijuana. In addition, the average age of first drug use is now 13, and the average age of first alcohol use is 12.

These shocking figures vividly illustrate the vital importance of strong and effective substance abuse education programs for even the very young. The old saying that an ounce of prevention is worth a pound of cure was never more appropriate, and that is where efforts such as "Cartoon All-Stars to the Rescue" come into play. Produced by the Academy of Television Arts and Sciences, and funded by Ronald McDonald's Children's Charities and McDonald's Restaurants, this 30-minute special is aimed at children ages 5 to 11.

By featuring a cast of more than 20 of the world's most popular cartoon characters, this program will teach our young children about the dangers of drug and alcohol abuse in a format they can understand, enjoy, and relate to. In addition, thanks to the cooperation of the television broadcast community, the message will have maximum impact. "Cartoon All-Stars to the Rescue" will be simulcast without commercial interruption by ABC, CBS, NBC, and Fox networks, and by hundreds of independent stations and cable outlets. It will also be carried by the major networks in Canada and Mexico. I would like to get a small ad on there for the Democrats. It would give them pretty good coverage.

In addition, I want to join you in welcoming our witnesses this morning, Mr. Chairman, and congratulate the organizations and individuals involved in this important project. Each of you should be justly proud of your efforts and contributions to this program.

Thank you very much.

Chairman BIDEN. Thank you, Mr. Chairman, and don't be surprised if your daughter doesn't speak to you when you go home today.

Senator Thurmond.

OPENING STATEMENT OF SENATOR THURMOND

Senator THURMOND. Thank you, Mr. Chairman.

Mr. Chairman, we are very pleased to meet with these distinguished House members, especially my good friend Jack Brooks who was a neighbor of mine for so many years. I hope his family is all well.

Mr. Chairman, today we are gathered to hear testimony on a very important aspect of the drug war, the private sector efforts at drug prevention. Specifically, this joint hearing of both the Senate and House Judiciary Committees will focus upon the cooperative effort being waged by several of the entertainment industry's major production studios. We will discuss how several studios, television networks and stations and major corporate sponsors have worked together to bring a major animated drug prevention program aimed at children into our homes.

Our Nation's children are the most innocent victims of our Nation's drug epidemic. Children are often victims of drug related violence; babies are being born addicted to crack, and young people are selling, purchasing and using drugs. No community is safe from the effects of drug abuse. A strong national effort in which every citizen contributes is what our Nation needs to win the war on drugs.

A major priority of any effort to eliminate the drug scourge should be to ensure that our children never use drugs. Failure to do so will only lead to more broken homes, heartaches and violent crime. The most effective strategies for preventing drug use and keeping drugs out of our schools and neighborhoods are those that mobilize all elements of society in a coordinated effort. The initiative of this action rests with our Nation's citizens, local governments, and businesses. They are best able to recognize a community's particular needs and fashion a response.

Mr. Chairman, President Bush has recognized the importance of the private sector as part of the national drug control strategy. In addition to providing greater assistance to law enforcement treatment and interdiction efforts, the strategy calls for continued cooperation between the government and the private sector to improve and expand the education and prevention programs, the need for business communities to underwrite the cost of prevention programs, and to become active participants in our efforts to eradicate drugs continues to be stressed by President Bush.

Despite the efforts of the Federal Government, it is clear that government cannot win the war alone. The witnesses we will hear from today will provide us with an example of the growing involvement of the private sector. These individuals and the companies they work for have made a commitment to do their part to limit the number of future victims of drug abuse. "Cartoon All-Stars to the Rescue" will be the first entertainment program ever simulcast

by all the television networks. The cartoon characters in this film will educate young viewers about the dangers which are inherent with drug use. We must educate our children about the evils of drugs as early in their lives as possible. The sooner children are aware of the devastation caused by drugs the greater the chances they will never use them. The testimony of those involved in this effort should prove beneficial to both the House and Senate Judiciary Committees.

In closing, I know the fight to educate our children about the horrors of drug addiction is not a simple task. There are no guarantees that drug prevention efforts will save all of our children from the evils of drug use. Yet, when we see the life of pain, poverty and suffering drugs cause so many people, we know that we cannot give up. The drug problem we face only strengthens my resolve to increase our efforts to win this war. Although the continuing battle will not be easy, we must continue to be relentless.

For these reasons, I look forward to today's hearing. Thank you, Mr. Chairman.

Chairman BIDEN. Thank you, Mr. Chairman. Mr. Fish.

Mr. FISH. Thank you, Mr. Chairman. I am anxious to see a cartoon at this hour of the day. I would like to welcome our panel and thank them for their enormous contribution. I would like to ask unanimous consent that my remarks may be inserted in the record.

[The prepared statement of Mr. Fish follows:]

STATEMENT BY THE HONORABLE HAMILTON FISH, JR.

REGARDING

THE ANTI-DRUG TELEVISION PROGRAM FOR CHILDREN

PRODUCED BY THE ACADEMY OF TELEVISION ARTS & SCIENCES

I want to thank Chairman Brooks and Chairman Biden for conducting this unusual hearing this morning. It is quite appropriate that the subject of preventing drug use by America's children would be the reason for an extraordinary joint meeting of the House and Senate Judiciary Committees. It is appropriate because the greatest challenge faced by the Congress in the area of drug abuse is that of protecting our children from this deadly scourge.

This morning, Mr. Chairman, we will learn about an unprecedented effort in the area of anti-drug education. Most experts agree that our best hope in reducing the problem of drug abuse is to educate children while they are young. Recent studies show that drug education programs are particularly effective with school-age children. Indeed, casual use of dangerous drugs by teenagers and adults has been decreasing steadily, and this is largely because of prevention and education efforts. America's drug czar Bill Bennett has acknowledged that

getting a strong and clear anti-drug message to kids early in their lives is arguably the wisest use of prevention and education resources.

This is why I am so pleased with today's hearing. I extend my sincere congratulations to our guests -- Mr. Richard Frank, the President of Walt Disney Studios; Mr. Roy Disney, Vice Chairman of the Board of Directors of the Walt Disney Company and the Executive Producer of the program about which we will be hearing this morning; and Mr. John Agoglia, Chairman of the Academy of Television Arts and Sciences' Campaign Against Substance Abuse Steering Committee -- for their great contributions to this program.

Mr. Chairman, I am encouraged by the thought of this cartoon special being shown this Saturday morning. It illustrates an extremely important fact. And that fact is this: The war against drugs cannot be won exclusively through government action. The private sector must be firmly committed to the cause. We need businesses, educational institutions, religious affiliations and other organizations to follow the example of the entities represented here today. Everyone must be willing to

demonstrate the creativity, generosity and sacrifice that is revealed in this cartoon special.

Mr. Chairman, I again thank you and the distinguished chairman of the Senate Judiciary Committee for providing the opportunity to learn firsthand about this wonderful program.

Chairman BIDEN. Thank you, Mr. Fish. We have a distinguished witness list. I will introduce them all and then ask them to make their statements or comments in the order that they have been introduced.

Senator METZENBAUM. Mr. Chairman, I would like to make a statement please.

The CHAIRMAN. OK.

OPENING STATEMENT OF SENATOR METZENBAUM

Senator METZENBAUM. Thank you, sir. Mr. Chairman, I wanted to make a statement because this is a somewhat unique position for me to be in. For about 14 years in the United States Senate I have spoken out against combinations of the business community which I thought provided an impediment to free commerce, to the free enterprise system. I have felt that the antitrust laws of this country had to be enforced against such combinations. But I would say that I have spoken out against combinations in restraint of trade, but this is a combination in support of the war on drugs, and I want to congratulate all of those who have participated and have made it possible to bring about this major program that will get the message out to the young children of this country.

It is not, however, enough to say that that step alone completes the circle. It will make a major impact. Yet we are all well enough aware that the commercials that you carry on TV don't have an impact because you run then once, and you can't keep running the same program over and over again. I would hope that the networks and the cable stations and the independents and all others would see fit to make this the beginning but not the end of insertions into programs of the message that will be delivered so effectively and so well on Saturday morning. I congratulate you for your efforts and for your ability to join together to bring about this program. It is a major move and one that pleases me, and all the members, I am sure, of this panel, immeasurably. Good work.

Chairman BIDEN. Gentlemen, I might point out to you that the all-star gang already had a significant victory. They may not win the war against drugs, but if they won the war against Senator Metzenbaum allowing you all to sit down, this is a significant victory. [Laughter.]

It says drugs don't stand a chance against these guys. Well, even Metzenbaum doesn't stand a chance against these guys.

I thank the Senator. He has been vigilant, in my view, to the benefit of this country, in seeing to it that competition flourishes, but I think this is evidence of the fact that we are all anxious and excited to see this, and hopefully, if it works, more.

Our first witness will be Mr. Richard Frank. He is President of the Walt Disney Studios, founder and former President of the Academy of Television Arts and Sciences. And he has been, I might add, active in urging writers and directors to deglamorize drugs on television, and also, through his leadership, the Academy works with the White House Conference for a Drug-Free America, the National Council on Alcoholism, and the Department of Education to help shape policy in the television industry. Having met him before and knowing of his work, I want to personally thank him

and congratulate him for his effort. He is not new to this undertaking.

Our next witness is John Agoglia. He is the executive vice president of TV business affairs and productions for NBC, and is chairman of the Academy of Television Arts and Sciences' Campaign Against Substance Abuse Steering Committee. I might add that at my meeting with the executives of the networks, there was a genuine, I believe, serious, genuine, real live desire to do something positive about this effort. And this is not merely their giving at the office to get it out of the way.

And John, you have been very, very, very positive and helpful in that regard and I thank you for your work as well.

Our third witness is Roy Disney. He is vice chairman of the board for the Walt Disney Co. and has served as the executive producer of "Cartoon All-Stars to the Rescue." Roy is a nephew of the late Walt Disney and bears a striking resemblance, not only physically but also in his commitment to America's children, and I want to thank you very much, Mr. Disney, for being here as well.

And Mr. Kenneth Barun, vice president and executive director of Ronald McDonald Childrens' Charities. The McDonald Corp., which has funded this drug prevention effort, is not new to the effort of trying to help children, whether it is the Ronald McDonald House and the charitable efforts relating to children or this effort. We thank you very much and thank McDonald's Corp. for being willing to undertake this.

We will begin with Mr. Frank, please.

STATEMENT OF RICHARD FRANK, PRESIDENT, WALT DISNEY STUDIOS

Mr. FRANK. Thank you, Chairman Biden, Chairman Brooks, members of the committees. I am Richard Frank, president of the Walt Disney Studios. For 4 years now the television industry has been actively and energetically involved in the war on drugs. I would like to thank you for this opportunity to discuss some of the activities, especially the upcoming half-hour animated antidrug called "Cartoon All-Stars to the Rescue," which airs Saturday morning.

I am here today in my capacity as president of Walt Disney Studios and the past president of the Academy of Television Arts and Sciences. It was during my tenure as president that the Academy made a major commitment to take a strong stand in the war on drugs. The year was 1986 and the extent of the drug crisis was becoming clear to anyone who read a newspaper or watched the evening news. However, the prevailing sentiment in the television industry was that since we were in the entertainment business we should limit ourselves to trying to entertain.

But there is no such thing as pure entertainment. Everything we put on the air—from "Thirty Something" to "Sixty Minutes" to the "Smurfs"—carries explicit or implicit messages to the viewers about lifestyle, about relationships, and about values. We provide a steady supply of heroes and villains who fill the pantheon of role models in American culture.

With this in mind, the Academy's board of governors decided that the television industry should play a significant role in battling the Nation's drug problem. After all, the problem of drug abuse may be pervasive in our society, but so is television. Wherever there is the influence of drugs, there is the influence of television. There are nearly as many televisions in America as there are people. Kids typically watch 7 hours of programming a day. Drug abusers, and more importantly, potential abusers, all watch television. They hear what we have to say. They watch what we have to show them.

On the issue of substance abuse, it seemed that television could clearly use its unmatched communication power to not only entertain but to enlighten. And so we launched the Television Academy's Campaign Against Substance Abuse. In big ways and in small ways we were determined to have a positive impact on the war on drugs. The campaign's first project was a kick-off luncheon that was keynoted by First Lady Nancy Reagan in October of 1986. Mrs. Reagan addressed 1,200 people in the television industry, including the heads of every major studio and network in Hollywood about her antidrug efforts. The following day we got down to work during an all-day substance abuse conference. Key television writers, producers, directors and actors met with leaders from law enforcement agencies, education, medicine and government in order to gain new insights into the responsible portrayal of drug use and abuse.

One of the campaign's activities is to annually recognize the winners of the Scott Newman Awards which go to television shows that have most effectively and creatively dealt with substance abuse. The campaign also conducts a film/video competition of its own that recognizes college students who produce the best antisubstance abuse public service announcements.

The campaign's most important single activity is its Outreach Program. Under this program, a special team—including a treatment expert, an official from the Los Angeles Police Department DARE Program, and an Academy official—meets with writers, directors and producers of individual primetime programs. The Outreach Program team explains the extent of the drug problem in the United States and encourages the depiction of healthy lifestyles and the deglamorization of the use of drugs and alcohol.

Let me give you one example of the impact of the Outreach Program. On the show "Magnum PI," Tom Selleck often goes to the refrigerator. Normally, on a private eye drama like this the star would pull out a beer. But Selleck doesn't. He pours himself a glass of milk. This small but significant act subtly lets millions of Americans know that you don't have to drink alcohol to be a tough guy. This is one of the thousands of little ways that the Academy's campaign against substance abuse has made a difference.

We are here today to discuss one of the big ways. The "Cartoon All-Stars to the Rescue" special will inform an estimated 20 million children across America about the dangers of substance abuse. But the show won't be a preachy lecture that would just turn kids off. Instead, it will get its message crease using an entertaining format that children favor and characters they love.

Since the initial announcement of the program last September, it has been eagerly awaited by children, parents, antidrug organiza-

tions, and officials at all levels of Government. This special received the ultimate endorsement from President Bush himself. While addressing the audience of over 1,700 members of the Hollywood television community at an Academy Forum Breakfast in March he encouraged every household in America to tune to the special.

We share President Bush's enthusiasm for the project. Substance abuse has led so many of our Nation's young people down the path of drugs, despair and death. We feel that this cartoon special has the potential to reach children before they are tempted down this tragic road and instead point them in a different direction, one that ultimately leads to healthy, responsible and productive adulthood.

Needless to say, one cartoon special will not end substance abuse in America. This is why we are also here today to pledge the television industry's continued active involvement in the war on drugs. Our industry is not noted for its consistency. In our entertainment world we often become fixated with fads of the moment. But 4 years ago we acknowledged that while we may work in the trend-obsessed world of entertainment, we live in the real world of protracted problems that don't just disappear like last season's canceled TV show.

As citizens of this real world, we want you to know that we stand ready as committed allies to deploy our communication arsenals in the long hard battle ahead to rid our nation of drugs.

To give you something of a case study of what can be done when the creative people of television join forces in the war on drugs, John Agoglia will now tell you how the "Cartoon All-Stars" special evolved from a dream of a few to a reality that will be seen by millions.

[Prepared statement follows:]

Testimony of Richard Frank
President, Walt Disney Studios
Past President, Academy of Television Arts and Sciences
Before the Senate and House Judiciary Committees
April 19, 1990

Chairman Biden, Chairman Brooks, members of the Committees. I am Richard Frank, President of Walt Disney Studios.

For four years now, the television industry has been actively and energetically involved in the war on drugs. I would like to thank you for this opportunity to discuss some of our activities, especially the upcoming half-hour animated anti-drug special, called "Cartoon All-Stars to the Rescue," which will air this Saturday morning.

First, let me introduce my colleagues seated before you: John J. Agoglia, Executive Vice President of Business Affairs for NBC, Executive Vice President for NBC Productions, and chairman of the Television Academy's Campaign Against Substance Abuse Steering Committee; Roy Disney, Vice Chairman of the Board of Directors of The Walt Disney Company, head of the Disney animation department, and executive producer of "Cartoon All-Stars to the Rescue"; and Ken Barun, vice president and executive director of Ronald McDonald Children's Charities, who is an acknowledged drug education expert and author of "How to Keep the Children You Love Off Drugs."

I am here today in my capacity as President of The Walt Disney Studios and past president of the Academy of Television Arts and Sciences.

It was during my tenure as President that the Academy made a major commitment to take a strong stand in the war on drugs. The year was 1986 and the extent of the drug crisis was becoming clear to anyone who read a newspaper or watched the evening news. However, the prevailing sentiment in the television industry was that, since we were in the entertainment business, we should limit ourselves to trying to entertain.

But there is no such thing as pure entertainment. Everything we put on the air -- from Thirtysomething to Sixty Minutes to the Smurfs -- carries explicit or implicit messages to the viewers -- about lifestyle, about relationships, about values. We provide a steady supply of heroes and villains who fill the pantheon of role models in American culture.

34-981 0 - 91 - 2

With this in mind, the Academy's Board of Governors decided that the television industry should play a significant role in battling the nation's drug problem. After all, the problem of drug abuse may be pervasive in our society. But so is television. Wherever there is the influence of drugs, there is the influence of TV. There are nearly as many televisions in America as there are people. Kids typically watch seven hours of programming a day. Drug abusers and -- more importantly -- potential abusers all watch television. They hear what we have to say and they watch what we have to show them. On the issue of substance abuse, it seemed that television could clearly use its unmatched communication power to not only entertain, but also enlighten.

And so we launched the Television Academy's Campaign Against Substance Abuse. In big ways and in small ways, we were determined to have a positive impact in the war on drugs.

The Campaign's first project was a kick-off luncheon that was keynoted by First Lady Nancy Reagan in October, 1986. Mrs. Reagan addressed 1200 people in the television industry, including the heads of every major studio in Hollywood, about her anti-drug efforts. The following day, we got down to work during an all-day Substance Abuse conference. Key television writers, producers, directors and actors met with leaders from law enforcement, education, medicine and government in order to gain new insight into the responsible portrayal of drug use and abuse.

The Campaign Against Substance Abuse went on to work closely with major anti-drug organizations, such as the White House Conference for a Drug-Free America, the National Council on Alcoholism, the United States Department of Education, the College Satellite Network and the National Council on Crime and Delinquency.

One of the Campaign's activities is to annually recognize the winners of the Scott Newman Awards which go to television shows that have most effectively and creatively dealt with substance abuse. The Campaign also conducts a Film/Video competition of its own that recognizes college students who produce the best anti-substance abuse public service announcements.

The Campaign's most important single activity is its Outreach Program. Under this program, a special team -- including a treatment expert, an official from the Los Angeles Police Department's DARE Program and an Academy official -- meets with writers, directors and producers of individual primetime programs. The Outreach team explains the extent of the drug problem in the United States and encourages the depiction of healthy lifestyles and the deglamourization of the use of drugs and alcohol.

Let me give you one example of the impact of the Outreach Program. On the show, "Magnum PI," Tom Selleck often goes to the refrigerator. Normally, on a private eye drama like this, the star would pull out a beer. But Selleck doesn't. He pours himself a glass of milk. This small but significant act subtly lets millions of Americans know that you don't have to drink alcohol to be a tough guy.

This is one of the thousands of <u>little</u> ways that the Academy's Campaign Against Substance Abuse has made a difference.

We're here today to discuss one of the <u>big</u> ways.

The "Cartoon All-Stars to the Rescue" special will inform an estimated 20 million children across America about the dangers of substance abuse. But the show won't be a preachy lecture that would just turn kids off. Instead, it will get its message across using an entertaining format that children favor and characters they love.

Since the initial announcement of the program last September, it has been eagerly awaited by children, parents, anti-drug organizations and officials at all levels of government. The special received the ultimate endorsement from President Bush himself. While addressing an audience of over 1700 members of the Hollywood television community at an Academy Forum Breakfast in March, he encouraged every household in America to tune in to the special.

We share President Bush's enthusiasm for the project. Substance abuse has led so many of our nation's young people down the path of drugs, despair and death. We feel that this cartoon special has the potential to reach children <u>before</u> they are tempted down this tragic road and instead point them in a different direction . . . one that ultimately leads toward healthy, responsible and productive adulthood.

Needless to say, one cartoon special will not end substance abuse in America. This is why we are also here today to pledge the television industry's continued active involvement in the war on drugs. Our industry is not noted known for its consistency. In our entertainment world, we often become fixated with fads of the moment. But four years ago, we acknowledged that, while we may work in the trend-obsessed world of entertainment, we live in the real world of protracted problems that don't just disappear like last season's cancelled TV show.

As citizens of this real world, we want you to know that we stand ready as committed allies to deploy our communication arsenals in the long hard battle ahead to rid our nation of the scourge of drugs.

To give you something of a case study of what can be done when the creative people of television join forces in the war on drugs, John Agoglia will now tell you how the "Cartoon All-Stars" special evolved from a dream of a few to a reality that will be seen by millions.

Chairman BIDEN. Thank you. Mr. Agoglia.

STATEMENT OF JOHN AGOGLIA, CHAIRMAN OF THE ACADEMY OF TELEVISION ARTS AND SCIENCES CAMPAIGN AGAINST SUBSTANCE ABUSE STEERING COMMITTEE, EXECUTIVE VICE PRESIDENT OF TV BUSINESS AFFAIRS, NBC, EXECUTIVE VICE PRESIDENT, NBC PRODUCTIONS

Mr. AGOGLIA. Thank you, Rich.

Chairman Biden, Chairman Brooks, members of the committees, I am John Agoglia, executive vice president of NBC television and chairman of the Academy of Television Arts and Sciences' Anti-substance Abuse Committee. The idea for "Cartoon All-Stars to the Rescue" came from within the membership of the academy's campaign against substance abuse steering committee. The decision to produce an antisubstance abuse special for children was arrived at because, as you all know, substance abuse is becoming the number one problem even in our elementary, middle and junior high schools.

Animation was selected by the Academy as the most appropriate form for the special, since children are tremendously receptive to animated characters, you can get a message to a child through animation more easily than through any other type of entertainment. Children will watch an animated program any number of times, and classics are viewed generation to generation.

With enthusiastic support of the Academy's Board of Governors, we originally sought agreement of the three major U.S. networks to simulcast the special, while Richard Frank met with Ken Barun to discuss McDonald's possible involvement with the project. Mr. Barun was instantly supportive of the entire project, as were the Ronald McDonald Children's Charities board members. Roy Disney agreed to be executive producer of this special, while Peabody Award winner Buzz Potamkin was selected as the producer. Once they were made aware of the project, virtually every major studio and production company involved in animation offered their characters for use in "Cartoon All-Stars," agreeing to make them available to the Academy at no cost.

From these beginnings, the special has grown to an unprecedented event of international proportions. As mentioned, for the first time in television history, ABC, CBS, and NBC, along with Fox, will be simulcasting an entertainment special. In addition to these outlets, "Cartoon All-Stars to the Rescue" was offered for airing to every television and cable station and network in the Nation. The special will also be aired by hundreds of independent stations, Telemundo, Univision, and on cable, The Disney Channel, USA Network, Nickelodeon, Black Entertainment Television, Lifetime, and the Armed Forces Network. Networks in Canada, utilizing French and English versions, and in Mexico, with the Spanish version, will also be taking part in this simulcast. Other stations and networks, such as TBS Superstation and TNT, will run the special during the week following the initial broadcast on April 21. Each of these outlets will exhibit the program without commercial interruption. In addition, the United Nations will make this special part of the U.N.'s International Drug Day on June 26.

To talk more about the production of the special, here is its executive producer, Roy Disney.

[Prepared statement follows:]

TESTIMONY OF JOHN J. AGOGLIA
EXECUTIVE VICE PRESIDENT, BUSINESS AFFAIRS, NBC; EXECUTIVE VICE PRESIDENT, NBC PRODUCTIONS; AND CHAIRMAN, ACADEMY OF TELEVISION ARTS & SCIENCES' ANTI-SUBSTANCE ABUSE COMMITTEE;
BEFORE THE SENATE AND HOUSE JUDICIARY COMMITTEES
APRIL 19, 1990

Chairman Biden, Chairman Brooks, members of the Committees. I am John J. Agoglia, Executive Vice President of Business Affairs for NBC, Executive Vice President of NBC Productions and Chairman of the Academy of Television Arts & Sciences Anti-substance Abuse Committee. The idea for "Cartoon All-Stars to the Rescue" came from within the membership of the Academy's Campaign Against Substance Abuse Steering Committee. The decision to produce an anti-substance abuse special for children was arrived at because, as you all know, substance abuse is becoming the number one problem even in our elementary, middle and junior high schools.

Animation was selected by the Academy as the most appropriate forum for the special since children are tremendously receptive to animated characters and you can get a message to a child through animation more easily than through any other type of entertainment. Children will watch an animation program any number of times and classics are viewed generation-to-generation.

With enthusiastic support of the Academy's Board of Governors, we originally sought agreement of the three major U.S. networks to simulcast

(MORE)

the special, while Richard Frank met with Ken Barun to discuss McDonald's possible involvement with the project.

Barun was instantly supportive of the the entire project, as were the Ronald McDonald Children's Charities board members and the rest of his organization.

Roy Disney agreed to be the executive producer of the special while Peabody Award winner Buzz Potamkin was selected as producer. Once they were made aware of the project, virtually every major studio and production company involved in animation offered their characters for use in "Cartoon All-Stars," agreeing to make them available to the Academy at no cost.

From these beginnings, the special has grown into an unprecedented event of international proportions. For the first time in television history ABC, CBS, and NBC, along with FOX, will be simulcasting an entertainment special. In addition to these outlets, "Cartoon All-Stars to the Rescue" was offered for airing to every television and cable station and network in the nation. The special will also be simultaneously aired by hundred of independent stations, Telemundo, Univision, cable's The Disney Channel, USA Network, Nickelodeon, Black Entertainment Television, Lifetime, and the Armed Forces Network. Networks in Canada utilizing French and English versions and in Mexico with Spanish versions will also be taking part in the simulcast. Other stations and networks, such as TBS Superstation and TNT, will run the special during the week following the initial broadcast on April 21. Each of these outlets will exhbit the program without commercial interuptions. In addition the United Nations will make the special part of the U.N.'s International Drug Day on June 26th. To talk more about the production of the special, here is its executive producer Roy Disney.

Chairman BIDEN. Mr. Disney.

STATEMENT OF ROY DISNEY, VICE CHAIRMAN OF THE BOARD OF DIRECTORS, THE WALT DISNEY CO.

Mr. DISNEY. Thank you, John. Chairman Biden, Chairman Brooks, members of the committees, I am Roy Disney, vice chairman of the board of directors of the Walt Disney Co. and head of the studio's animation department, and executive producer of "Cartoon All-Stars to the Rescue."

As John Agoglia has pointed out, "Cartoon All-Stars to the Rescue" has been overwhelmingly embraced by the entire entertainment industry, and countless individuals have been eager to participate in this worthwhile project as their contribution to the war against drugs in this country. Competing film studios and production companies have joined forces with television and cable stations and networks and have been hard at work for more than a year to guarantee that "Cartoon All-Stars to the Rescue" will be both an effective and entertaining way of enlightening children about the dangers of substance abuse.

Among the well-known cartoon all-stars in the special's roster are Alf, from Alien Productions, Bugs Bunny and Daffy Duck, from Warner Brothers, the Chipmunks, from Bagdasarian Productions, Garfield, from Film Roman, Michelangelo of the Teenage Mutant Ninja Turtles, Baby Kermit, Baby Piggy and Gonzo from Marvel Productions and Disney, Slimer, from Columbia Pictures Television, the Smurfs, from Hanna Barbera, Winnie the Pooh, Tigger, and Huie, Dewey, and Louie, from the Walt Disney Co. The special marks the first time that major studios and production companies have allowed their copyrighted animated characters to be drawn together in a single televised program.

Undertaking the formidable task of writing a script which not only had to deal effectively with the substance abuse problem but also entertain a target audience of 5- to 11-year olds was the team of Tom Swale and Duane Poole. Modeling their script on Charles Dickens' "A Christmas Carol," Swale and Poole utilized their all-star characters as teachers and tour guides as Michael, the 14-year-old drug user at the center of the story is given a tour of his past, present, and future life to show what negative impact drugs have had and will continue to have on his life if he continues to be a user.

Completion of the script for "Cartoon All-Stars to the Rescue" required more than 6 months, as those involved with the project were anxious to incorporate the suggestions of psychologists, educators, and drug abuse experts across the country in order to ensure script accuracy as well as maximize the effectiveness of the program's message. Animation of "Cartoon All-Stars" took place over a concentrated 8-week period.

The project scored a major casting coup when Oscar and Emmy-winning actor George C. Scott was signed to create the voice of one of the special's new characters, "Smoke," an evil, drug-pushing apparition. Scott immediately accepted the assignment and insisted that he only be paid Screen Actors Guild minimums to do the job. Also lending their voices to "Cartoon All-Stars" are the actors who

regularly portray their well-known characters on Saturday morning television.

Howard Ashman and Alan Menken, recent Oscar winners for their score and songs for the film "The Little Mermaid" eagerly accepted our invitation to compose a song for the special that would reinforce its antisubstance abuse theme. The result is "Wonderful Ways to Say No," which provides youngsters with a variety of practical ways of saying no to drugs.

To extend the impact of the special's antisubstance abuse message beyond its initial broadcast for years to come, 350,000 videocassettes of the program, funded through the Academy Foundation by a grant from a Ronald McDonald Children's Charities, will be distributed free to schools, libraries, substance abuse organizations, and video stores for free check-out by Buena Vista Home Video.

And now to tell you about how and why McDonald's has involved their organization in this project is Ken Barun.

[Prepared statement follows:]

TESTIMONY OF ROY DISNEY
VICE CHAIRMAN OF THE BOARD OF DIRECTORS, WALT DISNEY COMPANY, HEAD OF THE STUDIO'S ANIMATION DEPARTMENT; EXECUTIVE PRODUCER, 'CARTOON ALL-STARS TO THE RESCUE'
BEFORE THE SENATE AND HOUSE JUDICIARY COMMITTEES
APRIL 19, 1990

Chairman Biden, Chairman Brooks, members of the Committee. I am Roy Disney, Vice Chairman of the Board of Directors of Walt Disney Company, head of the studio's Animation Department and Executive Producer of "Cartoon All-Stars to the Rescue." As John Agoglia has pointed out, "Cartoon All-Stars to the Rescue" has been overwhelmingly embraced by the entire entertainment industry, and countless individuals have been eager to participate in this worthwhile project as their contribution to the war against drugs in this country. Competing film studios and production companies have joined forces with television and cable stations and networks, and have been hard at work for more than a year to guarantee that "Cartoon All-Stars to the Rescue" will be both an effective and entertaining way of enlightening children about the dangers of substance abuse.

Among the well-known "Cartoon All-Stars" in the special's roster are Alf (from Alien Productions), Bugs Bunny and Daffy Duck (from Warner Brothers), The Chipmunks (from Bagdasarian

Productions), Garfield (from Film Roman), Michelangelo of the Teenage Mutant Ninja Turtles (from Murakami Wolf Swenson), Baby Kermit, Baby Piggy, and Gonzo (from Marvel Productions and Disney), Slimer (from Columbia Pictures Television), The Smurfs (from Hanna Barbera), Winnie the Pooh, Tigger, and Huey, Dewey, and Louie (from Walt Disney Company). The special marks the first time that major studios and production companies have allowed their copyrighted animated characters to be drawn together in a single televised program.

Undertaking the formidable task writing a script which not only had to deal effectively with the substance abuse problem but also entertain a target audience of 5- to 11-year-olds is the team of Tom Swale and Duane Poole. Modelling their script on Charles Dickens' "A Christmas Carol," Swale and Poole utilize their all-star characters as teachers and tour guides as Michael, the 14-year-old drug user at the center of the story, is given an enlightening tour of his past, present, and future life to show what a negative impact drugs have had and will continue to have on his life if he continues to be a user. Completion of the script for "Cartoon All-Stars to the Rescue" required more than six months, as those involved with the project were anxious to incorporate the suggestions of psychologists, educators and drug-abuse experts across the country, in order to ensure script accuracy as well as maximize the effectiveness of the program's message. Animation of "Cartoon All-Stars" took place over a concentrated eight week period.

(more)

The project scored a major casting coup when Oscar and Emmy-winning actor George C. Scott was signed to create the voice of one of the special's new characters, "Smoke," an evil, drug-pushing apparition. Scott immediately accepted the assignment and insisted that he only be paid Screen Actors Guild minimum scale wages. Also lending their voices to "Cartoon All-Stars to the Rescue" are the actors who regularly portray their well-known characters on Saturday morning television.

Howard Ashman and Alan Menken, recent Oscar winners for their score and songs for the film "The Little Mermaid," eagerly accepted our invitation to compose a song for the special that would reinforce its anti-substance abuse theme. The result is "Wonderful Ways to Say No," which provides youngsters with a variety of practical ways of saying no to drugs.

To extend the impact of the special's anti-substance abuse message beyond its initial broadcast for years to come, 350,000 videocassettes of the program, funded through the Academy Foundation by a grant from Ronald McDonald Children's Charities, will be distributed free to schools, libraries, substance abuse organizations, and to video stores for free check-out by Buena Vista Home Video.

And now, to tell you about how and why McDonald's has involved their organization in this project is Ken Barun.

STATEMENT OF KENNETH BARUN, VICE PRESIDENT AND EXECUTIVE DIRECTOR, RONALD McDONALD CHILDREN'S CHARITIES, McDONALD'S CORP.

Mr. BARUN. Thank you, Roy. Chairman Biden, Chairman Brooks, members of the Committees, I am Ken Barun, Vice President and Executive Director of Ronald McDonald Children's Charities and author of "When Saying No Isn't Enough: How to Keep the Children You Love Off Drugs."

I am honored to have this opportunity to present the role of Ronald McDonald Children's Charities and the McDonald's family of restaurants in "Cartoon All-Stars to the Rescue."

When Richard Frank met with us for the first time to discuss this project, we realized immediately why he was coming to the McDonald's family. It said McDonald's, we are a family place, and we have a history of caring about kids. It was a perfect fit for us.

Throughout its history McDonald's has taken pride in giving something back to the community where it does business. To expand on this commitment, Ronald McDonald Children's Charities was established in 1984 in memory of McDonald's founder Ray Kroc.

RMCC, or Ronald McDonald Children's Charities' objective is to help young people achieve their fullest potential. The not-for-profit organization does this by supporting children's programs in the areas of health care and medical research, education and the arts, and civic and social programs. To date, RMCC has contributed over $24 million to more than 650 organizations helping children, including Ronald McDonald House.

Our board of trustees, comprised of health professionals, civic leaders, and McDonald's representatives, immediately embraced the idea of "Cartoon All-Stars to the Rescue" and awarded the largest grant in Ronald McDonald Children's Charities history, $600,000, to fund the production and distribution of free videocassettes.

In addition to RMCC's grant, McDonald's licensees and the McDonald's Corp. have contributed more than $1 million to extend the impact of "Cartoon All-Stars to the Rescue." Part of this, as Roy mentioned, is to help to expand the reach and impact of the program for years to come. We will be providing more than 350,000 videocassettes to video stores for free rental, to every elementary school in the country, and to libraries and community organizations.

In the past decade an important part of McDonald's and RMCC's involvement in the community has been directed to educating America's youngsters about the dangers of alcohol and other drugs. We have reached teens and college students nationwide in the past. This is the first time we have had the opportunity to reach out to children ages 5 to 11 with an antisubstance abuse message in such a comprehensive manner through the support and corporation of the entire television industry.

In addition to funding the production of the special, we are also promoting viewership of the program through our restaurants, in an effort to reach the over 17 million customers a day that pass through McDonald's. We have developed free family viewing guides

which our restaurants are distributing to help parents discuss "Cartoon All-Stars to the Rescue" with their children. We have also distributed educator's guides to all the 72,000 public elementary schools in the country so that teachers can talk to kids about the program too. We believe these guides and the videocassettes will become part of the elementary school drug education curriculum for years to come.

As many of you may know, my background in the area of substance abuse has spanned over 20 years, first as an adolescent substance abuser, then as is a counselor and as a professional, then to the White House where I was director of projects and policy for Mrs. Reagan, and as author of "When Saying No Isn't Enough."

Over the years I have come to realize that no one program is the answer to our country's drug crisis. I am personally—as well as the board of Ronald McDonald Children's Charities and the entire McDonald's Corp.—very excited about this project and believe it will have an impact on our children for many years to come. We hope that it serves as an example of what others can do to help educate and discuss with our children the dangers of alcohol and other drugs. Thank you.

Chairman BIDEN. Thank you very much. Now, as I understand it, you gentlemen are prepared to show the cartoon, before you do that, Mr. Conyers, who is also chairman of the Government Operations Committee, has an important meeting he must attend, and with the leave of my colleagues, he would like to ask one question before the cartoon goes on, if no one objects. And our colleagues on the left here said just one, John.

OPENING STATEMENT OF REPRESENTATIVE CONYERS

Mr. CONYERS. Just one. Thank you, Mr. Chairman.

First of all, I want to add my congratulations to everybody else's. But let's be clear on one thing, this is a beginning. This is a humble start, and I hope that this doesn't devolve into a mere self-promotion activity in which we finally hear from Hollywood, and this is the last shot. I want to get a commitment from you that we can continue into some other areas. Someone else here has already observed that showing this once or twice isn't going to hardly change anybody's mind that is going to use drugs.

I see your field as a tremendously important medium, and the most important thing that I can derive from us coming here today is that you too agree with us that education is an important, vital, necessary tool in dealing with the drug problem. And this being a first start means that we will have to and ought to meet some more and develop a whole strategy for bringing these messages, not just to kids, but to everybody in America. And with that kind of understanding I can leave here feeling a lot better about what brings us all here, Chairman Biden.

Chairman BIDEN. Thank you very much, Congressman, and it is a start, and with that, why don't we start and take a look.

Mr. DISNEY. If I may, I would like to make what is known in Hollywood as the usual disclaimer about what we are about to see, which is to say that it is a work in progress. The music is actually being fitted to it today, as are the sound effects, so that what you

are going to see is minus those embellishments. There will be the dialogue and the picture, which is finished.

Chairman BIDEN. May I ask, if you know, when is this going to air? It is airing simultaneously on the nets, as well as I believe Fox or several other of the independents, but do you know the time?

Mr. FRANK. It will air at 10:30 on Saturday morning eastern and western, and 9:30 midwest, and I believe 8:30 mountain time, this Saturday.

Chairman BIDEN. Thank you. Now, Mr. Disney, you can tell them what you want.

Mr. DISNEY. I think with that as a disclaimer and you understand that we are——

Chairman BIDEN. OK. You have got the disclaimer. Now, there are monitors on either side of the podium and one up here for the members, and whomever is in charge of this, would you please start the cartoon.

Mr. DISNEY. And this is not the entire show, by the way.

Chairman BIDEN. This is not the entire show, this is just excepts.

Senator METZENBAUM. How long will this be?

Mr. DISNEY. About 15 minutes.

[Video presentation.]

Chairman BIDEN. Congratulations. I know what I am doing Saturday morning. I want to hear the music.

Seriously, congratulations. We will limit ourselves to 5 minutes each, if my colleagues would agree.

As two of my colleagues have already indicated in a slightly different perspective, I will begin by thanking you very much for undertaking this. No one made you do it. You are not required to do it. And ultimately whether or not this works and is successful will depend in large part upon whether or not it is feasible to continue to do it. And with the creative genius that you have already displayed, Mr. Disney, and your collaborators and colleagues, I suspect you may be able to do that.

But my question is this, has there been discussion—not hard planning—but has there been discussion—and this is for either you or Mr. Frank—discussion about sequels to this process? It is an incredible undertaking. You saw the reaction of the audience when they saw different cartoon characters with one another. To the best of my knowledge, as a father of four children, I have seen a lot of cartoons, you heard the reaction when different cartoon characters who were not expected to be in the scene walked in, there was a reaction right here in the room.

Is the fact that this unusual, hopefully powerful in the minds of the children, presentation with all the cartoon characters, is this a one-shot deal, or is it possible for this process to continue? Is George C. Scott, if this works, is he prepared to do more? He is the voice of whatever that drug vapor is.

Can you tell us a little bit about not any hard planning but general discussion about where it goes from here, if it works, if it is received well?

Mr. FRANK. Well, to be honest with you, we have been so one directional in trying to get this particular special out that we haven't really set down to plan additional ones at this point. It has been talked about, you know, as we get together and have discussions of

should there be continuations and should there be specials for other social problems in the country.

Our concern here was to make the first one very special, and to then try to see what effect it had, to see the reaction we got, and to judge from the first one to see what the next step would be. It is difficult to plan a long term plan when you haven't gotten the first one done.

Chairman BIDEN. I wasn't really expecting you to have a plan. When I made a presentation for the National Press Club on this issue, quite frankly, this exceeded what I had in mind. My question is this, not only Disney, but other major studios like Paramount, that do not have the long term background in terms of animation and cartoons that—well, no one does like Disney—I spoke with the CEO there, and others, my notion was that you all would begin to contemplate working into your presentations not as a collaboration, necessarily, but independently, the notion of bringing in characters like the one that has been presented, the voice of George C. Scott.

Is it possible that you will move beyond this collaboration to independently consider antidrug programming of this nature? And my question to you, Mr. Barun, is has McDonald's considered independently putting on antidrug advertising in those times when children watch the morning shows? Two different questions.

Mr. BARUN. I will answer. As far as McDonald's goes, we have been doing antidrug commercials, and you may have seen the one that our famous basketball player out in the Chicago area, Michael Jordan, has done on behalf of McDonald's, encouraging kids not to waste their lives using drugs. And we will continue to do that. Our commitment is strong and firm.

I think in this project one thing that we have we found out is that we have a lot of friends. And the four of us I know have become very good friends, as have all of our organizations, and worked very hard together. We would certainly be willing to discuss any future programming, and I know that if these three gentlemen were to come back to McDonald's, we have such a great feeling about it that it would be very difficult for us to turn them down.

Chairman BIDEN. With regard to independent efforts?

Mr. FRANK. Well, I think—and again, this is a long issue—this is a show that is very visual as a particular show. I think the industry as a whole, as I tried to indicate at the beginning, has made gigantic steps in the first step, which was to deglamorize the use of drugs and alcohol within the main body of our shows. This is the second step to now take a positive step forward.

I think you will find, if you look around—and John probably can talk to this better than I can, I can just talk from independent stations that I have seen—they are running a lot of anti-substance abuse commercials, spots, public service announcements, but this is the first major show in this area. And John, I don't know, you know what the networks are doing.

Mr. AGOGLIA. Well, I guess I can best speak for NBC in this particular case, although I do have some facts from the other two networks. NBC, in partnership with the U.S. Department of Health and Human Services, has instituted an annual service campaign to

combat drugs and alcohol, and we are continuing this for the next 10 years in something called "The More You Know" campaign for community action in education to fight drug abuse. And with our affiliated stations, this particular campaign is spreading out to a grassroots base. And the affiliated stations have joined with us—200 affiliated stations—in this particular fight against drugs.

So, we, the broadcasting community, are committed. We will continue to be committed, and we don't anticipate any diminution in our efforts.

Chairman BIDEN. Well, it would be nice, in my view, if you institutionalized that character as you walk down the way, but that is out of my field.

Chairman Brooks.

Chairman BROOKS. I am glad to be here.

Chairman BIDEN. Senator Thurmond.

Senator THURMOND. Thank you very much. Mr. Chairman, I want to commend you and Chairman Brooks for holding this joint hearing. I think it is very important. I don't know of any question before the public today that is more important. The lives of not only young people, but old people too, can be destroyed by the use of these drugs.

And Mr. Barun, I want to congratulate you for mentioning alcohol. That is the No. 1 drug in America. People don't realize it. It causes more deaths than other drugs do, as bad as other drugs are. Alcohol is the No. 1 drug that is harming humanity more than any other, and we might as well face it if you want to solve this entire problem.

I want to congratulate you on what you are doing to assist in this problem, and I will just let my questions be answered for the record to save time.

And Senator Grassley, Mr. Chairman, would like for his statement to be placed in the record, and he has some questions to be answered in writing too.

Chairman BIDEN. Without objection, they will be placed in the record.

[The prepared statement of Senator Grassley follows:]

STATEMENT OF SENATOR CHARLES E. GRASSLEY
ON THE NATIONAL DRUG CONTROL STRATEGY:
THE ROLE OF THE MEDIA & THE ENTERTAINMENT INDUSTRY
SENATE & HOUSE JUDICIARY COMMITTEES
APRIL 19, 1990

I'M SURE THAT THE MOTION PICTURE AND TELEVISION INDUSTRIES AND FAST-FOOD RESTAURANTS REPRESENTED HERE TODAY WOULD PREFER THAT A PUBLIC - FREE FROM SUBSTANCE ABUSE - CONTINUE TO SPEND ITS ENTERTAINMENT AND DINING DOLLARS ON THEIR MOTION PICTURES, TELEVISION PRODUCTIONS, AND FAST-FOOD CHAINS.

I'M JUST AS SURE THAT - SINCE NO ONE ARGUES WITH THE EXTENT OF THEIR INFLUENCE - THE DOMESTIC MOTION PICTURE, TELEVISION, AND FAST-FOOD INDUSTRIES MUST BE FULL PARTICIPANTS IN THE EFFORT TO END THE SUBSTANCE ABUSE EPIDEMIC THAT IS AN UNFORTUNATE REALITY IN THIS COUNTRY.

AS A MATTER OF FACT, THE PRESIDENT'S NATIONAL DRUG CONTROL STRATEGY ENVISIONS THAT THESE SEGMENTS OF THE PRIVATE SECTOR WILL PLAY A MAJOR ROLE IN THIS EFFORT.

I HOPE THAT THE PRESENTATION MADE BEFORE THIS COMMITTEE TODAY - TOGETHER WITH RECENT EFFORTS - ARE EVIDENCE THAT THESE INDUSTRIES ARE WILLING AND ABLE TO SUSTAIN THE MOMENTUM TO BECOME FULL PARTNERS IN THE PRIVATE SECTOR'S ROLE IN THE WAR AGAINST DRUG ABUSE.

I COMMEND THE ARTISTIC COMMUNITY'S PLEDGE THAT IT IS READY TO LEND ITS TALENTS IN THE COUNTRY'S WAR AGAINST DRUGS.

I ESPECIALLY APPRECIATE THE ACADEMY OF TELEVISION ARTS AND SCIENCES' "CAMPAIGN AGAINST SUBSTANCE ABUSE" FOR URGING WRITERS AND PRODUCERS TO DE-GLAMORIZE THE USE OF ILLEGAL SUBSTANCES **AND ESPECIALLY THE USE OF ALCOHOL - IN MY OPINION, THE MOST HARMFUL "GATEWAY" DRUG.**

THE PRODUCTION THAT WILL BE AIRED ON APRIL 21st, "Cartoon All-Stars to the Rescue", IS EVIDENCE THAT THE MOTION PICTURE AND TELEVISION COMMUNITY - ALONG WITH APPROPRIATE AND RESPONSIBLE CORPORATE SPONSORSHIP - ARE ABLE TO COOPERATE AMONG THEMSELVES AND CONTRIBUTE TO THE GREATER GOAL OF ENDING SUBSTANCE ABUSE IN THIS COUNTRY.

AS MY COLLEAGUES ON THE SENATE JUDICIARY COMMITTEE KNOW, I HAVE SAID FROM THE BEGINNING THAT DISCUSSIONS ABOUT OUR NATION'S ADDICTION TO DRUGS NEED TO BE CENTERED AROUND <u>VALUES</u> AND THE DIFFERENCE BETWEEN <u>RIGHT</u> AND <u>WRONG</u>.

GIVEN THE DECAY OF COMMUNITY INSTITUTIONS AND INDIVIDUAL VALUES OVER THE PAST QUARTER CENTURY, THE WAR ON DRUGS MUST BE FOUGHT - AND ULTIMATELY WON - ON THE **BATTLEGROUND OF VALUES.**

ULTIMATELY, THE BEST ANTI-DRUG PROGRAMS WILL BE MADE EVEN BETTER WITH IMPROVED SCHOOLS, ACTIVE CHURCHES, VIGILANT NEIGHBORS, VIBRANT NEIGHBORHOODS, AND STRONG FAMILIES.

ALL OF THIS IS ACKNOWLEDGED IN THE PRESIDENT'S NATIONAL DRUG CONTROL STRATEGY.

GOVERNMENT CANNOT REPLACE THE FAMILY. BUT IT CAN PROVIDE BASIC PROTECTION AND RESOURCES NECESSARY TO SUSTAIN FAMILIES - ESPECIALLY THE NEEDIEST AMONG US - AS A BULWARK AGAINST DRUGS.

AND GOVERNMENT CAN PROVIDE INDIVIDUALS AND SOCIETY-AS-A-WHOLE **MORAL LEADERSHIP BY MAINTAINING A STANDARD OF RIGHT AND WRONG CONDUCT** - MANIFESTED BY LAWS AND POLICIES THAT MAKE IT **CLEAR AND UNAMBIGUOUS THAT DRUG USE IS WRONG AND IT MUST STOP.**

WE CAN PASS ALL THE LAWS TO FIGHT ILLEGAL DRUGS WE WANT.

WE CAN IMPLEMENT ALL THE POLICIES AGAINST DRUG USE WE WANT.

HOWEVER - IF THESE POLICIES AND LAWS ARE NOT GROUNDED IN THE PEOPLE'S COMMITMENT TO FIGHT DRUGS AND THEIR USE, **THE LAWS AND POLICIES WILL BE IMPOTENT.**

I WANT TO COMMEND YOU FOR YOUR RECOGNITION THAT THE INDUSTRIES YOU REPRESENT CARRY EXPLICIT OR IMPLICIT MESSAGES TO THE PUBLIC - ABOUT **LIFESTYLE** - ABOUT **RELATIONSHIPS** - AND ABOUT **VALUES.**

AS A PARENT AND GRANDPARENT MYSELF - I AM ALSO VERY HEARTENED TO SEE THAT YOU ARE ENCOURAGING PARENTS TO WATCH THIS PROGRAM WITH THEIR CHILDREN, AND THAT A "FAMILY VIEWING GUIDE" IS BEING DISTRIBUTED PRIOR TO THE PROGRAM'S TELECAST.

ALONG WITH YOU, I HOPE THIS WILL RESULT IN MANY FAMILY DISCUSSIONS THAT DRUG USE SHOULD BE STOPPED BEFORE IT STARTS BECAUSE THERE ARE NO BENEFICIAL CONSEQUENCES THAT RESULT FROM DRUG ABUSE.

I TRUST THAT THIS ANIMATED SPECIAL IS THE FIRST OF A NEW BREED OF PROGRAMMING TO BE OFFERED TO THE VIEWING PUBLIC.

I LOOK FORWARD TO PREVIEWING THIS FIRST-OF-ITS-KIND PRODUCTION AND TO THE TESTIMONY OF OUR FOUR WITNESSES.

QUESTIONS SUBMITTED BY SEN. GRASSLEY
TO RICHARD FRANK-JOHN ARGOGLIA-ROY DISNEY-KENNETH BARUN
APRIL 19, 1990

***** WHAT ROLE DID ANY AGENCY OR BRANCH OF THE FEDERAL GOVERNMENT - INCLUDING THE PRESENT ADMINISTRATION - PLAY IN HELPING TO PUT THIS PROJECT TOGETHER ?**

***** WHAT - BESIDES FEDERAL DOLLARS - CAN THE FEDERAL GOVERNMENT CONTRIBUTE TO SIMILAR EFFORTS ON THE PART OF THE ENTERTAINMENT INDUSTRY ?**

***** ASIDE FROM POSSIBLE FEDERAL ANTI-TRUST LAW EXEMPTIONS, DO SIMILAR INDUSTRY INITIATIVES REQUIRE OTHER FORMS OF FEDERAL INTERVENTION ?**

***** HOW - IF AT ALL - WOULD YOU SAY THAT THIS PRODUCTION EFFORT IS SIMILAR TO THE ANTI-SMOKING ANNOUNCEMENTS THAT RAN COUNTER TO CIGARETTE COMMERCIALS IN THE 1960's, PRIOR TO THE REMOVAL OF THESE COMMERCIALS FROM TELEVISION ?**

***** HAS ANY ORGANIZATION - PUBLIC OR PRIVATE - CRITICIZED THE INDUSTRIES INVOLVED IN THIS PRODUCTION, WHICH IS CENTERED AROUND VALUES, AS PRACTICING SELF-CENSORSHIP TO THE EXTENT THAT IT MAY HAVE A "CHILLING EFFECT" - WITH FREE SPEECH IMPLICATIONS - UPON FUTURE MOTION PICTURES OR TELEVISION PROGRAMMING ?**

***** HOW WOULD YOU - OR HOW HAVE YOU - RESPONDED TO ANY SUCH CRITICISM ?**

Senator THURMOND. Thank you.
Chairman BIDEN. Senator Simon.

OPENING STATEMENT OF SENATOR SIMON

Senator SIMON. Thank you. First of all, I want to commend you for what you are doing. There is just no question the industry can have a huge impact. When I look at old movies now and you see the heroes and heroines smoking and drinking excessively, you realize there has been a quiet change that has taken place in our culture, and you can just have a tremendous impact.

When we talk about this drug thing, if I may use a personal illustration here, a week ago today my son served as pallbearer for his best friend. He was training to be a Domino's Pizza manager. He was delivering pizza and two young kids who apparently wanted money for drugs killed him. You know, it is not just a statistic all of a sudden for the Simon family. And this tragedy takes place every hour, every day, and so needlessly. And what you are doing is just a tremendous service, and I just want to say to each of you, we are very, very proud of the contribution that you are making. And let me particularly say I am proud that the State of Illinois is playing a very key role in this whole process, Mr. Barun.

Let me just mention one other thing, since I have this mike, that affects this committee and the industry and violence in our society. This committee and the Senate has unanimously passed a bill giving an exemption to the antitrust laws so the television industry can establish standards in terms of violence on television. And thanks to the leadership of Jack Brooks over in the House, the House has done the same. We now have a bit of a conflict between the House and the Senate on the version of it and I hope we can get this thing resolved. I think it is important to this nation that we get it resolved.

We just saw two days ago the American Academy of Pediatrics issuing another study saying—one more study on top of all the others—saying violence on television is one of the factors—not the factor—but one of the factors of violence in our society. I hope we can get this worked out.

But again, I have no question, I am just very, very grateful to you, and I think the American public, and not just the American public, people all over the world should be very grateful to each of you and everyone else who has had a part in this.

Thank you, Mr. Chairman.

Chairman BIDEN. Congressman Gekas.

Mr. GEKAS. Thank you, Mr. Chairman. In the testimony that you gave about the distribution of 650,000 videos, to libraries around the country, what was the number?

Mr. FRANK. It was 360,000.

Mr. GEKAS. I was wondering whether any of those are going to be made available to juvenile officers, law enforcement police people who work daily with youngsters in community relation type projects and in the schools? I am wondering if we are missing a bet here—if we do not extend the availability of the program with the cartoon characters to the juvenile officers—because after all—even though your leg of this war on drugs is centered on education—we

still have law enforcement as another function and we can blend the two together. It seems to me, if we can make sure that this trickles down—to use a worn phrase—to the juvenile officer or the community relations people within the law enforcement community who deal with the youngsters on a regular basis.

Mr. BARUN. We certainly are making copies of this available. There will be additional copies available. Because of certain budget restraints, we selected how many we could send out and where we would target them. On all of our family viewing guides, which are distributed through McDonald's restaurants, there is a address to write for more information. We will be sending those video cassettes out, and educator's guides, to anybody that requests those for minimal cost.

Mr. GEKAS. I understand, but I would like to see it come from the top. I would formally request that as you proceed with the dissemination process of all the materials, that you make an extra effort if you can—and we will help if we are asked to do so—to target some of the juvenile officers, community relations, law enforcement segments, as an aid, shall we say, to the process of getting it out to where it counts, to the kids.

Mr. BARUN. Rich, would you iike me to answer, or would you like to answer?

Mr. FRANK. Well, let me just make a point. There is a packet that you have that we have given to each of you. On page 5 of that packet will show the breakdown of where the 360,000 cassettes are going. Unfortunately, as Ken just said, there is a budget limitation on how many you can put out.

And what this packet also shows—you cannot read it all now—but that almost all of the elements of putting this cassette together have been donated by various people, whether it is reproduction houses or just film houses and on and on, so that we have reduced the cost of the cassettes to $2.20 per cassette. We, quite honestly, have really reached the end of the funds. We just don't have any more, and if anything, we are slightly over what our budget was to start with.

We are happy to continue to produce the cassettes, we just don't at this point have the funding to truly reach out into other areas. And we acknowledge the fact and we are not comfortable that we have enough cassettes out there. I mean, to have one cassette in each library, to have one cassette in each elementary school, may just not be enough. But we just cannot get more of them out there. We would like to have more of them out there, and we have just reached the end of where we can fund at this point. We are going to continue to look, but as of now our budget has been used up.

Mr. GEKAS. Then, at least, I would suggest you keep this in mind—that there is a core of assistance that all of us have in this war on drugs. Especially in tune with the youngsters are those law enforcement segments that are directly designated to help youngsters, and so I would like to see the effort enlarged to include them.

I thank the Chairman.

Chairman BIDEN. Thank you very much, Congressman.

Senator Leahy.

OPENING STATEMENT OF SENATOR LEAHY

Senator LEAHY. Thank you, Mr. Chairman. I apologize for being late. Unfortunately I was chairing another committee and just got through with it, and I am going to have to go back to it. I have read the testimony here and I was impressed by it. Watching the news early this morning, one of the networks was talking about this Saturday's program, and both my wife and I were commenting on how pleased we were to see such a positive antidrug message.

We cannot, as Members of Congress, or at least should not, seek to tell you how you must write your stories or what you must produce or put on. I wouldn't even suggest doing that. One of the greatest things in this country is our right of free speech and the fact that we can say what we want. But at the same time, I commend the sense of responsibility of those in the entertainment world who seek to point out the problems of drugs and drug addiction and everything that falls from it.

Some of the testimony used, as an example a private eye on a TV show reaching for a glass of milk instead of an alcoholic beverage as a subtle way to portray healthy lifestyles. I am reminded of a number of other programs where people have emphasized that, too, on "Hill Street Blues" the leading character was a recovering alcoholic, the show emphasized that. "Cheers" is another program where the central character, even though he is running a bar, does not drink himself—a very interesting and good point to bring out.

So, we cannot dictate what you say, but it certainly brings a great deal of satisfaction to me when you say things that are of such a positive nature. I spent 8½ years as a prosecutor and I think some of the greatest tragedies I used to see were the juvenile cases that came before us, juveniles involved as alcoholics, as drug addicts, involved in violent crimes. So, many times we found out that what they were doing was acting out images that they had either from peer pressure or from what they saw, whether in movies or TV. And what they then thought should be the role they should play, too. They were filling whatever the void might be in their lives. And these were people going across all the economic strata, from very poor to very wealthy.

It is a tragedy to see 14- or 15- or 13- or 12-year-old children in juvenile court for being involved in activity that may well have distorted, shaped and really ruined the rest of their lives. I remember times when we would sit there, the judge, myself, the other members of the courtroom, in stunned shock after some of these hearings and think, "What a terrible, terrible waste." I applaud you for pointing to that very impressionable age group and trying to reach them with this antidrug message.

I have been told by the staff that they will have a copy of the video available for me. I will show it to my family, and then I will give it to the juvenile officer of my home town police department, because I know he has a very active program where he goes out to all the different schools.

I don't have questions, Mr. Chairman, and I will go back to my other hearing, but I did want to come here just to applaud these four gentlemen and all those who worked with them.

Chairman BIDEN. Thank you very much, Senator.

Senator Hatch.

OPENING STATEMENT OF SENATOR HATCH

Senator HATCH. Thank you, Mr. Chairman. I want to compliment all of you for this. I enjoyed it very much, and I can see where it will have a dramatic impact on our youth in this country, and it is about time. We have got to start with the young people, and we have got to push on from there. So, what you have done here is really, really good, and I would like to see more innovative approaches like this throughout the entertainment and media industries.

Let me just ask you one or two questions. I know that there are many countries in this world who would enjoy something like this, and Disney has the capacity to translate this into other languages; is that correct?

Mr. DISNEY. Yes; it is already in Spanish and French as we speak.

Senator HATCH. Do we have any methodology of getting it out to some of our other countries as well? Is that part of your plan?

Mr. AGOGLIA. Yes; it is.

Senator HATCH. I think that is terrific, because I think that the more our young people are impacted by the messages that you are giving in this video, the more it is going to help us all over the world in this fight against drugs. So I just cannot tell you how happy I am that you have done this, and I cannot tell you how great it is. I think you are going to find this is going to have a dramatic impact. If more people in the media would take the initiative, as you folks have, McDonald's and Disney, my gosh, I think we could make some real impacts on the drug problem all over the world.

Mr. BARUN. Senator, if I may, the McDonald's system of course is very involved in this. We operate in 50 countries around the world, so we will be making this available to all of our partners in countries in Latin America, Europe, and Australia, as well as Canada, of course, is already participating, along with Mexico. So we will be doing that, and there are an awful lot of people, partners with the networks and in the industry, that are joining with us to make that happen.

Senator HATCH. Well, that is great. Mr. Frank, you had a comment.

Mr. FRANK. I was going to say, it is foreign, and I would like to see the steps that we are taking here with the video to happen foreign too, because video is becoming very popular overseas also. And I might maybe let you pass this around. It is a mockup of what the cassettes are going to look like, and every video store in the country is going to have a big poster board like that and remind the children, not just from seeing it on one Saturday. We are hoping that this lasts over and over again, because we find that children not just in the United States but worldwide can watch cartoon characters over and over again and almost start to spit back to you exactly word for word what they are saying, and it is important to us, and was from the very instant, that this become an international program.

Senator HATCH. That is terrific. I am going to have to start eating more hamburgers, I want to tell you, because I think that you deserve a lot of support for what you are doing here. I would like to just put in an order for a dozen of these cassettes, if you will. I don't think you could buy cassettes for less than—what is it, $2.20?

Mr. FRANK. We are able, because of all the donations, to produce them for about $2.20 each.

Senator HATCH. That is terrific. Well, I would like for you to send me a dozen and give me a bill for them, because I am going to get them out to churches and other groups. I think a lot of other people ought to do that too. I think every parent can afford $2.20. You know, we blow money like it is going out of style just going to the movies, and I think we ought to get people all over this country to buy these for their families.

Mr. FRANK. What I don't want to do is—that is the cost of the cassette. Once we start trying to attempt to distribute them one at that time, there is going to be a lot of marketing costs on top. I was saying through the channels that we are now doing it we can produce them for that. I mean, we have everybody from shipping companies shipping them for free to us, and everybody all along that distribution chain has taken a part.

Senator HATCH. I don't care how much they cost, just send me a dozen, will you.

Mr. FRANK. We will see that you get your copies.

Senator HATCH. As a matter of fact, I think it might be well if you sent one to every Member of Congress, because every one of us ought to look at that. I noticed that Chairman Brooks was getting a big kick of out of this, in spite of his granddaughter. Thank you so much. I just wanted to compliment you. It's great.

Chairman BIDEN. Thank you, Senator. Senator Specter.

OPENING STATEMENT OF SENATOR SPECTER

Senator SPECTER. Thank you, Mr. Chairman. I join my colleagues in complimenting you and this very outstanding job. It may well be that the educational aspect will be the only real hope of winning this war on drugs. We don't know yet, because we have just really begun in the past few years to address any significant resources to this issue. In 1988 we had a drug bill where we put up $2.7 billion, and last year the administration came in with $8.9 and the Congress added an extra billion, and now the President is calling for $10.6 billion. So, it is only recently that we have addressed our attention to this problem.

My days in the field go back to 1966 when I was district attorney of Philadelphia. There was an enormous drug problem in Philadelphia at that time, and it has proliferated so that it is now present in every village and hamlet and rural area in this country and across much of the world. And we are expending tremendous sums of money in Latin America, and there is a question as to whether it is going to really do much, because if tons of cocaine are taken off the market, they are replaced, and they are in a context of an enormous quantity. And on street crime, fighting the drug dealers on the streets, we are barely holding our own.

The educational aspect is really perhaps the only answer. It is only in the course of the past few years that schools have begun to educate children on this issue. And we have a lot of money for distribution of this cassette, and I am glad to hear how inexpensive it is. We have in Pennsylvania at the present time $17 million which is sitting in a fund unused, to my chagrin, because we are trying to get that money into the hands of people who need the money. So we have the wherewithal. The Congress has put up a lot of money to distribute these kinds of cassettes, and I think Congressman Gekas puts his hand on a critical factor.

I would like to see them distributed to juvenile detention centers and to prisons, because it is a very captivating message. They have plenty of time to look at them, and they would be interested in seeing them, and they would be interested in seeing reruns of them.

We only saw part of it. How much more to this film is there?

Mr. DISNEY. You saw just about half of it, but condensed, so that you saw the whole story. But there is a great deal more incident.

Senator SPECTER. Well, I want to see the whole unexpurgated text.

Mr. DISNEY. It's finished on Saturday.

Senator SPECTER. All right. To get the fuller picture. There were a number of us speculating about cartoons and Donald Duck and Mickey Mouse sometime ago. I visited the Disney Studios and had a general chat a long time ago, and have written to the networks. Most of us have done that because of our very deep concern, and when you come back with this kind of a production we are very grateful, because we know that it takes a lot of time and effort and money that you have put into it. We understand that, and there are very significant property rights which are involved. And as Senator Thurmond said, it could not go to a more important subject.

But finally this country is addressing real resources to the issue, and we have to see what will work. And one thing that I would like to see undertaken, and I am going to talk to the Secretary of Health and Human Services, Dr. Sullivan, to see if we can find some measuring rod, or perhaps the Secretary of Education, Secretary Cavazos, some measuring rod to what this does.

Our experience in gauging rehabilitation or educational efforts has been very, very insufficient. Perhaps we can make some determinations. That is really our job. Maybe come back to you. As Senator Biden, the chairman, suggests perhaps down the line there could be more, and we will want to see what the results are. But I think it is a very, very significant contribution, and now the ball is in our court and we will run with it. So we thank you.

Mr. FRANK. Thank you. If I could just make one comment on that. If there is money around for us lay people who are not totally familiar with the workings of this fascinating city, it is often difficult for us to find where it is and how to get it allocated. And despite the fact that me might stumble from time to time into the right office or have someone nice enough to try to write a letter for us or direct us in the right direction, it has been difficult to find, as you say, the $17 million that may be sitting in your State, or a por-

tion of the $10 billion that is sitting in the Federal budget, to help finance these projects.

Senator SPECTER. Well, we will help you find that. Senator Biden took the lead in 1982 on calling for a drug czar, and we had it passed that year and it was vetoed. It was part of an overall crime bill. I am working now on a drug court in Philadelphia and I know the process. I have helped appropriate the money, I am on that committee, and I can't find my way through it, and I am a Philadelphia lawyer. I mean, it is really tough to find your way through the valleys and the halls. It is a lot more complicated than your depiction of the human brain to find out where we are going.

We really need—and I intend to discuss this with my colleagues, because I have only seen it recently again myself in trying to find funds for the Philadelphia drug court—we really need to streamline the process, because you cannot find it. But with enough looking we can help you. And there is a lot of money available in the Federal system today which is not—I repeat, not—being used, and we can distribute this excellent work of yours.

Mr. FRANK. Well, we will use it properly if you can send some our way.

Chairman BIDEN. Mr. James, thank you for being so gracious, Congressman, to wait to the end here.

OPENING STATEMENT OF REPRESENTATIVE JAMES

Mr. JAMES. Thank you, and thank you all for the efforts that you have made and the economic investments that you have made in our nation and in our youth. I am from the Daytona Beach-Jacksonville area and I have just completed a tour of daycare facilities and latch key programs in 17 different locations in schools, and spent 45 minutes to 1 hour in each of the locations. And what impresses me is I can see a great opportunity for this film to be used in conjunction with the latch key programs, where they start at 7:30 in the morning. I was there in Jacksonville in the morning and stayed the day until about 9 that night. And in the process, I stopped at eight different locations.

What impresses me is that those children around 100-150 children in one area—and they are watching TV on a great big screen. They see cartoons before school and after school, and it runs the gamut of the age of the elementary school. It seems to me like a fantastic opportunity to integrate that type of film with that type of program, I know that Disney has had a great impact on children because of the way they think and their heroes.

Growing up in central Florida from the first grade on, I have watched Disney World expand and grow. I cannot take a plane out of Orlando where every child on the plane doesn't have on a Donald Duck hat or a Mickey Mouse hat, and it's the same with Daytona Beach. So if you have any doubt as to how impressed those children are with those characters, there are very few parents who can get away without buying them a hat depicting one of those heroes.

So I want to congratulate you. It is a fantastic idea. I hope that your idea will be adopted, not only by you—I know that you all will follow through with it, McDonald's and Disney—but I hope

that the entertainment industry takes a cue from it and somehow we can address this problem with the youth of this Nation and head toward solving our drug problems. Thank you so much.

Chairman BIDEN. Thank you. Gentlemen, it is kind of interesting. We have already declared this a success, and although I must tell you, as you know Mr. Frank, not that you needed my encouragement at all, but I have been an enthusiastic supporter of the effort. I have even gone to your competition to try to get them to get involved in similar undertakings. But this is not a success. It is a good piece of cartoon. It is a good cartoon, and my real question is, how do you all think we should measure whether or not this is successful?

Obviously, you cannot judge it by rating points, since everyone is going to, quote, "have to watch it" if they turn anything on. So what will be the measure, any short term measure that would say to you all, not only as artists but businessmen, would say, aha, good idea here, George C. Scott's character, new character, we can institutionalize that character like the Wicked Witch from the West, or whatever.

I have held 30 hearings this year, I have met I believe with just about every major so-called expert in the drug field, I have learned more about drugs than I ever wanted to know in my entire life over the last 18 years. I am not being facetious. And there are certain truisms that come through, regardless of whether you are speaking to a liberal or a conservative, quote, "expert," regardless of whether you are speaking with the scientific community, the behavioralist community, any community at all dealing with drugs.

And that is, one, the kids who take drugs first time out get in the drug stream are the high-risk kids, that is, they are willing to take risks. Ironically, they are probably the best among our children, the most adventuresome, the kids who are willing to take a risk. The second thing that is true about kids who start is it is not somebody in the corner saying, "Pssst, got some drugs here." It is your best friend you are riding home on a bicycle with, or you are walking home from school, or you are riding home in a car and they say, "Ah, man, I tried this thing yesterday and you wouldn't believe it John, but it really was a great—I promise you, it won't hurt you, I tell you, it is great."

That is the second thing we know about what in the first instance makes someone try the first time. The third thing we know about it is that there is a good deal of peer pressure. All of these things you have depicted in one form or another in this cartoon rendering that you have shown us, this animated cartoon.

But the interesting thing we also know is that this thing could be the greatest smash hit in the world. If it were on sale, it could sell more than "The Hunt for Red October" is selling today, or "Indiana Jones and the Last Crusade," or whatever ones you pick. And it is not going to have any impact of any consequence if we do it once.

So, how are we going to measure whether or not either from our end we should be coming to the industry and saying, okay, what do you need for us to throw in with you to help you finance this creative kind of undertaking, or on the other hand, you all sitting out there and saying, aha, we found ourselves a new Wicked Witch

from the West. We found ourselves a new cartoon character around whom we can build a series.

Because absent one of those two things this will be helpful, but no matter how incredibly successful it is, it is not going to have anything more than a momentary impact.

So, back to my question, how would you as business people make the judgment as to whether or not this single undertaking was a success and warranted either asking us to throw in with you to do more, or deciding on your own it is a good thing to do more?

Mr. AGOGLIA. Well, I think the first thing that is going to happen and may be happening, as soon as the film is completed we will have focus groups of young children, using traditional research data to get their reaction to this particular animated cartoon, animated show. That is not going to be the answer as to how deeply successful, but it is a start.

The other thing we are anxiously awaiting is the reaction from the creative community on the west coast. They are not seen this. It is not completed yet. It will on Saturday. They normally, almost always, are very good judges of what children will watch, what could be successful and what could continue. I think because this particular program is designed for younger children and it is an educational process as opposed to an instant impact, all educational processes take time. I think your point is very well taken that if we stop right here we are not giving the process a chance. And I think it is something we all should consider once this program airs, and as we do our every day broadcasting or production business.

Mr. FRANK. When we went out with our Outreach Program, when we sat down with the producers, writers, directors and stars of all of the primetime shows and explained to them just many of the things that you mentioned, where kids get started, the images they see on television, whether it is a big party scene before the police officer arrests the bad guy and they take away the party scene as opposed to the arrest, and all of those images that went on television, when we explain that to the creative community in Los Angeles, we saw a gigantic change in primetime television over the last few years. I mean, so much so that my favorite little story is that ABC network was doing a 3-hour special on drugs in the United States and I got a call from a reporter who said, I am working on a story and we are comparing it to what we had pointed out a number of years, and I am really looking for an incident in one of the shows in primetime where drugs or alcohol were glamorized and I can't find any, can you point one out? And I said, thank you. She said, why? And I said, because it proved that the program of just letting intelligent people who do care, by pointing out problems they solved a lot of the problem.

Now, I am sure there are instances where, it wasn't every instant. But television has changed. It is same way you change where you don't see characters smoke on television any more. Nobody told them that you couldn't show that. Everybody puts who gets in their car on television puts on a seat belt. Nobody has forced that on anybody, but the creative community has taken it. And I think this will act as a stimulus to others. Hopefully other groups will pop up other places. Some within this group will decide to do the next issue here, or the next one going, and it will start the ball

rolling. We all agree that this is just a first step and it is going to take a lot more continuation to have something done.

Chairman BIDEN. Understand, I am not being critical being a first step. I am thankful that you have taken the first step.

Mr. Disney, when all these other folks said, this is a good idea, now go do it, it is a little bit like how our offices work. Let me ask you, most people think—and as Senator Specter was nice enough to suggest, I am given credit for creating the drug czar, because I bugged these guys early on, and then ultimately it was refined and made better by Chairman Brooks and his colleagues. But one of the things that people think is that is the first drug czar.

We actually had another drug czar, and we had another drug czar in the 1920's, because we had another cocaine wave, we had another drug epidemic in this country that was equally as significant as the drug epidemic today. And it started around 1895, took flower, flourished around 1910, hit its peak, 1914 with the passage of the Harrison Act made the requirement that all states must list all those drugs that are sold, didn't make them illegal, and states began to make drugs illegal. Up to that time they were all legal.

Even during prohibition you could walk into bars in this country, order a soft drink—you couldn't order hard liquor—and for an extra quarter you could get a pure gram of cocaine dropped in your—literally, not figuratively—and people don't realize that. In 1917 there were 23 States that had mandatory drug education in the public school system. None today in America have that. None. Because a guy named Anslinger came along, our first drug director, and he said what a lot of people say about sex education, "If you tell them about it, they will do it."

So, although things were beginning to work, and they really were, there was a major effort put on by the Federal Government, Mr. Anslinger, during the late 1920's and early 1930's to get the public school system to take out of the public school system drug education, on the theory that—and I am paraphrasing—if you tell them about it, they will likely do it, so don't tell them about it.

So, we ill prepared my father's generation and my generation in the 1960's for what was ultimately to fall down upon us, and I think we are paying the price for it.

Now, here is my question. In that cartoon you acknowledge certain things. You acknowledge that drugs make you feel good. I happen to think, by the way, the only way to deal with the children is to be honest with them about it. But my question is this, were there those when you were producing this say, well, wait a minute, Disney, hang on a second, you shouldn't be in there telling them that, man, this feels good, even though you are telling them that the low is real low, but there is a real high, it makes you feel good.

Were there any of those with whom you consulted saying, don't do that Disney, don't tell them that?

Mr. DISNEY. There were a few, I don't think very many. I think we all acknowledged that if we were going to say anything at all we better say the truth. I think you are absolutely right on that point.

Chairman BIDEN. Did you think you were taking—and again, I'm being serious now—a corporate risk by being out front and saying

that these drugs feel good, even though you go out and, in my view, wisely and adequately and thoroughly point out how bad they are? Are you worried about that at all?

Did you sit there, Mr. Frank and Mr. Disney, in the corporate offices and say, now, wait a minute we may get 400,000 letters from such and such, whatever.

Mr. DISNEY. Well, I think we would be taking a good deal more corporate risk not doing it.

Mr. FRANK. That conversation literally never happened, and I don't think it was, until you just mentioned it, a thought that ever went through my mind. That's one of the things we thought we should be doing it.

Mr. DISNEY. I think, Rich, if any of the other people that contributed their characters, I think the same thing exactly happened with all of them.

Chairman BIDEN. One other question before I yield to my colleagues. I have several more after this, I want to warn my colleagues, but explain to us, Mr. Disney, what seems to us like just sort of a normal depiction on a television screen of all these different characters we have seen in our childhood as well as watching our children grow that have never been together before. Is that a big deal? Is it a big deal that Daffy Duck appears with the Ninja Turtle or whatever, from a property rights standpoint?

Mr. DISNEY. Certainly, in a property rights sense it is a first, so in that sense it is a big deal. In terms of the actual production of it it was not a big deal, it was simply getting the right artists to do the right characters.

Chairman BIDEN. What did you all have to agree to do to allow these various cartoon characters, who, I assume, the property rights are owned by different studios as well as individuals, what did you have to do to get that to happen?

Mr. FRANK. Well, we had a meeting where all of the animation studio heads were invited, as were people from the three networks. And we just explained the idea of what we wanted to accomplish and sort of said as agents, as you would—you know, picture this was Paul Newman and Robert Redford and Tom Cruise that these people were representing and said we would like them all in one picture. And everybody said fine. All I think most of the people—and correct me if I'm wrong here Roy—all the people wanted to protect was that the characters were shown as they normally are, they are drawn properly, their voice inflections are used right, that are used to the right scale and the right size, that they are not taken advantage of, and that was probably, on the production side, the most difficult thing that Roy had to go through.

Mr. DISNEY. We had a few arguments about the relative size of Alf and the Smurfs, for instance, but the main thing was everybody wanted their characters to be their characters and not for us to manipulate them for some other——

Mr. AGOGLIA. And Senator, one of the other things that made this work, I think, perhaps very well, this was done under the auspices of the Academy of Television Arts and Sciences. They are the production unit, if you would, for this particular special. It is not done by any one production company, so that all of the production companies, Disney with their characters, Warner Brothers with

theirs, Hanna Barbera with theirs, thought that they were getting treated fairly. Not anyone production company was going to be held up as the conceptualizers of it, or any one going to benefit more than any of the others.

So, I think going through a nonprofit organization such as the Academy's Foundation, which is funded separately from the Academy of Television Arts and Sciences, really paved the way for a level of cooperation from the production community and from the networks and other broadcasters and cablecasters that was unprecedented, and I think that really made it work.

Chairman BIDEN. Thank you.

Chairman BROOKS. I just want to make one comment. Senator, you certainly are to be commended for your substantial effort in this field. I know you must be gratified to see all your work come to fruition, When you started off, everybody said it was another one of your cockamaney ideas.

Chairman BIDEN. Yes; they keep saying that, Jack.

Chairman BROOKS. Well, every now and then your ideas are mighty fine, and this is one of those high points. I think these folks have put together a splendid package, a worthwhile effort. It can have a major impact on drug use. I am convinced that education is the only way. When my children get in the car they say, "Roll the window down, roll the window down, I can't breathe. They nearly die because I am smoking this cigar. And we gradually have got them to where they just say "roll the window down" more quietly.

But that is education. It hasn't gotten through to their mother. She smokes cigarettes. She says if I quit smoking cigars she would consider smoking no cigarettes. Well, now that is another matter. That is out of the question. I am glad you didn't have them talking about cigars—it made me feel better. I noticed a few raised eyebrows, but after all, you've got to have some sins left.

I just want to commend you, Senator. I am proud of you, and I am glad to be a small part of this effort.

Chairman BIDEN. Thank you, Mr. Chairman. I know you have other business on the House side and I understand if you cannot stay, but I have a couple more questions I would like to pursue.

Chairman BROOKS. I am due at 12 o'clock to meet with Senator Bentsen.

Chairman BIDEN. Well, I would do that since he is chairman of the Finance Committee.

Chairman BROOKS. I have got to work both sides of the street.

Chairman BIDEN. That's right, and I appreciate very much your cooperation in this.

Chairman BROOKS. Thank you.

Chairman BIDEN. Gentlemen, I realize I sound like a broken record on this, but let me pursue it, and I will not trespass on your time much longer.

There are in America right now 1 million—and I think it is a very low figure, I have discussed with the National Institute of Drug Abuse their measure by which they take these surveys, and I am not the only one, there are others who believe that they vastly underestimate the number of children and young adults under the age of 18 who are addicted; that is, consume a controlled substance more than once a week, and most of whom are junkies in that cate-

gory, and there are over 1 million. My guess is it is closer to 1.6, 1.8 million, and the number is higher.

Now, I realize I am going to say something somewhat heretical. I understand that it may be good to show these in prison and it may be good to show these in various places, but quite frankly, I don't know how much impact this is going to have on anybody who is already an addict. I, quite frankly, don't think it will have any, but maybe it will. Hopefully, I will be wrong.

My concern here is, if we do everything right from a policy standpoint on drugs, and we were to narrow the number of addicts, we are going to reduce the number of casual users, and so on, my biggest concern is the drug stream that people get into in the first instance. And if you gave me a choice, you said, okay, you can eliminate all the addicts there are in the United States, a snap of the fingers, you can eliminate all the casual users, and go down the list, I would say, just give me one, give me control of the drug stream, who can get into that drug stream. And I will, as cruel as it sounds in a sense, sacrifice the existing pool to see to it that we don't move a larger and larger number of people into the drug stream.

And so, as I understand it, the main target, the targets of opportunity here intended by this cartoon are those who may have casually used, that is, they have attempted it once or twice, whatever it happened to be, or have never used but are confronted, like our children are, every day, whether they are in a ghetto school, whether they are in an exclusive private school, regardless of where they are, they are confronted with the opportunity and the pressure to take drugs.

You heard some of the statistics, you know them well. There is not a school that I go into, and I go into a lot of them, grade schools, that kids don't know the terminology, don't know the names of the various drugs, don't know the street names of the various drugs, and don't know places, when you ask them, I know none of you take it, but if you wanted to go get some, do you know somebody you could go to?

As I said, the schools that are day schools where you pay $7,000 a year, or the ghetto schools or the public schools like my wife teaches in, no different in the response where you can get them.

Now, first of all, do you have any expectation that if this works as well as you possibly contemplate that this is going to have much impact upon any group of young people other than those who are either contemplating or exposed to moving into the drug stream, as opposed to the child that is already addicted or a regular user of cocaine or marijuana or any other drug?

Mr. BARUN. Senator, let me take a stab at some of that. I don't think any of us have any expectations for measurable results from this, but I think we all would like to have those expectations. But unbeknownst to us, there was a study going on at the same time we were working on this done by the Rand Corp. and I have a copy of it, but I just got it in the mail. It is called Prospects for Preventing Drug Use Among Young Adolescents.

Just a couple of weeks ago it was sent to me in the mail, and they talk about a project called Project Alert, which is a social influence model which is influencing kids' attitudes about things,

which is making drug use unpopular, alcohol use unpopular, that where kids were not already using drugs they found a 50- to 60-percent decrease in the incidence of first use of those drugs over a 4-year period.

Chairman BIDEN. Absolutely.

Mr. BARUN. So I think that this study, again, done unbeknownst to any of us, reaffirms our gut feelings, and all the gut feelings of the people in the television industry and in the entertainment industry that this will have an impact, and it is substantiated by this study.

Now, it also states that those people who are already using drugs were not affected as much. Our target audience is 5- to 11-year-olds. The average age of first use of drugs today is 13, and if you throw alcohol into that, as Mr. Brooks pointed out, it is 12. So we are right in that preliminary stage where kids are going to start feeling the pressure.

Chairman BIDEN. Interesting little phenomena. I set up a foundation to study long-term problems, the first major project in conjunction with the Brookings Institution, things that we don't have an opportunity to study long term here because we are reactive, out of necessity in the Congress. We are supposed to be reactive to the concerns of the people. It was to study the high cost of civil litigation and why middle-class people couldn't get into courts. I asked and helped put together a very, very prestigious board of people across the spectrum in that area. One of the people was a former CEO of one of the major corporations.

And at a coffee break on a totally different subject—that is, the cost of civil litigation—this particular person walked up to me and he said, "Joe, I want to compliment you, I think you are dead right on the drug thing."

I looked at him and, you know, people just being nice, dead right on the drug thing, I am dead wrong so many times. And I said thank you, and I thought he was just being solicitous.

He said, "You know, when you guys passed the law on tobacco on television"—and by the way, I thought, to reveal my ignorance, and I wasn't here at the time, I came in 1972, this was the late 1960's—I thought there was a law that said you cannot advertise any tobacco product on television. I thought that was the law that was passed. I didn't realize there was no such law. The law is, as you all know, that for every minute you are going to put on saying smoke or chew, you got to put on a minute saying it is bad to smoke or chew.

And he said,

> So when you all first passed that law back in the 1960's and early 1970's we thought we would outsmart you, so we put all the pro-tobacco ads, the Marlboro Man, et cetera, on the primetime shows, whatever they happened to be in 1968, 1969, 1971, 1972, and we took all the anti-smoking ads and we put them on in the cartoon hours on Saturday morning and we bunched them up.

He said,

> You notice nobody advertises on television any more, because we found out that our advertisers were coming back and saying, guess what, if you put them on in the target age from 4 to 11, it is not coincidental that that group of people who have the lowest incidence of smoking are the people who were 4 to 11 during that period,

Or actually probably 2 to 12 or 13 or 14.

And it worked. And so it seems to me that we have got to get over this hurdle, and one of the great debates—great debates, that is self-serving—one of the debates between me and my drug policy and the administration's, in particular the drug director, is he doesn't think education works. If he is right and I am wrong, then the strategy I am proposing is wrong and the one that he is proposing is right. But if the Rand Corp. is correct, if the experts with whom I have spoken are correct, that you can impact on children in these formative years in terms of their attitudes toward and the acceptability of consuming, then in fact you all may be asked to be more in the business.

Here is my question. Can you think of a way in which it would be feasible, assuming it is not economically profitable, for you all to continue? And you have obligations to stockholders. You have to contribute as good citizens, and you do and you will. But at some point, if it is determined by the community of observers and experts in this area that this kind of thing has a positive impact in reducing the prospects of consuming in the first instance, and it is not profitable though for you to continue it in the long-term scale and widen it and broaden it, can you—and you may want to answer this for the record—can you contemplate a circumstance whereby we could contract with you, we, the Federal Government, could contract with you and get some of your real creative genius?

Most times we contract with you for ads and we get folks you didn't hire to do the material. I mean this sincerely. And I wonder whether or not—I think it is totally inappropriate for us to dictate what you should do. That scares me more than anything, so I am not suggesting that, and as long as I am chairman of this committee I will do my best to see that none of that ever gets through this committee if anyone were to propose it.

But think with me for 1 minute about the prospect of being able to literally contract for the creative genius that is evident in this cartoon whereby we would say produce such and such a number, or a series of cartoons, or again what my colleagues love to kid me about, produce a major film that has as its thesis the theme in this cartoon, characters, real life characters who are depicted in this cartoon.

Is it reasonable? I don't know that it has ever been done, but can you contemplate whereby we could literally just as a studio would purchase the creative genius of people, where the Federal Government would say, we won't tell you how to do it, we don't care how you do it, but in this drug bill we are going to appropriate *X* number of dollars for you to go out and produce a film, or produce a series of cartoons?

Does that make any sense? I am not sure it does.

Mr. FRANK. The problem is, I mean, you have hit so many points here in the last couple of minutes. There is no doubt that in any given area there is an influential group that sets the trend of what is chic, what is in, and we refer to it as peer pressure here with children, but in fact it is in the Hollywood community, it is in the auto industry, it is anyplace. Whatever the certain leaders of that group do tends to be what those who are not in the leadership position want to emulate.

We have certainly seen the entertainment industry criticized in the past years for making drugs chic. I can assure you that it is the opposite out in Hollywood now. It is not chic, and I think that it is one of the things you are seeing influenced in the work. That was on one comment you made.

On the other comment, I think there are a lot of people, and each of the companies will do all they can within the guidelines of running their companies properly, to try to do projects like this and you will see them come up, and whether it is an Earth Day project a lot of people are working on, which is going to run on Sunday, or whatever the project, they will do that.

There will be a natural tendency—and here I speak just for myself—if the government came to order a program from somebody, and there will be producers, writers, directors who would want to work on it—there would be a natural tendency, I think, for them to say—and you should all jump in here—well, how can you order something and not tell me what you want me to make? What type of show do you want? What do you want it to say? Give me a direction and that type of thing.

So, I don't know how you separate the person doing the ordering from what gets produced, and this is the type of thing we as producers go through with networks.

Chairman BIDEN. Well see, that is the danger, because I am not being facetious when I say this, the last thing we should do is do the ordering. The creative genius with us on this dais, or similar dais in this Congress, is—I would tremble to think about us ordering anything specific.

Mr. FRANK. It would be good to know where we could go if people within the entertainment industry had ideas that they wanted to produce, it would be very helpful to have a person, a group, someplace to go to ask for that type of help.

Chairman BIDEN. I can assure you—and again, I'm not being facetious—you can go right here. In the Senate, and in the House to a large extent, the leadership of the Senate has essentially concluded that this particular organization before whom you have testified is, if not the total repository of these matters relating to the drug education, drug treatment, drug enforcement, because other committees have jurisdiction, we have all agreed, so that we don't confuse it like we do other things, that we would not have 50 different committees doing that. So, we are here, and there many others, from Senator Kennedy's committee, and Senator Hatch and others, all participate. But, fortunately, there is one locus you could come now.

But again, you have answered my question. Anyone else who wants to answer it I would like to hear from. Because I think the last thing we should do—I used to have a friend, he has passed away, he used to say—he was a hell of a basketball player and was known for his academic prowess, but he had a lot of common sense. He used to use an expression, he used to say, "You have got to know how to know."

We don't know how to know up here in terms of the creative instincts required. The last thing I would do would be to suggest to you, or suggest that this body, the Congress, or the President come along with guidelines on how to produce a show. I would turn to

Mr. Disney and his colleagues and say, "Hey, you come up with something that you think works and we will pay you for it. We have enough confidence to pay you for it. If it works, fine. If we don't like it, we won't ask you to do it again."

But the last thing we should do, in my humble opinion, is to suggest—I mean, can you imagine us sitting down and giving guidelines for how to draft a cartoon, the contract? God almighty no, I can't imagine it.

Mr. BARUN. I think, Senator, basically that is how we functioned from the McDonald's side of things.

Chairman BIDEN. That is a good point.

Mr. BARUN. Although I have a background in substance abuse, I don't know what gets across to kids. I have four kids, I am still trying to figure out what gets across to them. But we did the same thing. We said, "We trust you, all of you guys," and said, "Here is some money and let's see what you come up."

We stand behind them, stand behind them to this day and would stand behind them again.

Mr. DISNEY. I think I could add to that too that I am sure there are a tremendous number of people in the film community in general who have notions of shows that might work or pieces and bits that might go into their shows and so on, and knowing that you are receptive to those ideas and that we might come to you when the right one comes along would be real useful.

Chairman BIDEN. Well I invite that. And again, I sound like a broken record, and I do not—one thing that one of you said earlier today was that there is no one answer to this—I believe it was you, sir—no one answer to dealing with the drug problem.

There is one overreaching, overarching answer, and that is that we do now know that we have to do everything at once. Everything at once. You cannot deal with enforcement and not education, treatment and not enforcement. Prevention and not interdiction. I mean, you have to deal with it all, all at one time, with our limited resources.

I have other questions, but I am taking too much of your time. Let me just suggest to you that there are those of us—I think all of us, this is nonpartisan in its instinct, nonpartisan in its desire and nonpartisan in its willingness to be cooperative. We are looking for help. We know you have made a success over decades of knowing what appeals to children. That is being creative. We need your creative genius.

And to the extent that any of your colleagues will hear of this hearing or be aware of it, and I have no illusions about the limited scope and breadth of what is said here by me or anyone else today, but we need it badly. And it sounds—I won't characterize how it sounds. If there was ever a time this nation needs the creative genius of the motion picture industry, the entertainment industry, it is now. And none of us know how well it is going to work. None of us know that. I don't know anybody who knows how well it is going to work, but I do know one thing, there is a prospect of it working. If done well, that prospect increases, and if it is successful at all, the Rand report showing, what was it, 40 percent?

Mr. BARUN. It was 50 to 60 percent.

Chairman BIDEN. Fifty to sixty percent. Do you know what that translates into enforcement? If you went from everyone from Mr. Sessions, the Director of the FBI, straight through to the local police officers back in Beverly Hills, or any place in California, or anywhere else in Chicago, and you asked them, you said, you could have an education program that will diminish by even 20 percent the number of students who will move into the drug stream, try for the first time, or you can increase your police departments by 20 percent, I guarantee you any of them who know anything will take the education program.

I mean that sincerely. Law enforcement is out there as my strongest supporter in the fight for funds for education. Law enforcement. The bang for the buck is exponential. You can do so much more. So, it seems to me, although I acknowledge that we are going to waste some money, although I acknowledge not all of this is going to work, I do think we have no alternative but to continue to try—let me rephrase that—to try, because we haven't started yet. We haven't even begun. And this is a significant beginning.

I thank you for it. I do not ask you for anything beyond this now. I thank you for being willing to do this. Hopefully, as you measure its impact, as we all will, hopefully there will be some discernible impact that will either generate the creative juices up here in terms of how we marshal resources—which hopefully we have some—and creative artistic instincts that you all control and have access to and/or are, that we may be able to get something together here that continues to broaden the scope of the potential impact on our children from getting into the drug stream to begin with.

I thank you for having listened to me over the last couple of years. And by the way, I want to make it clear, not one single network executive, not one single production house executive, not one single company, not one single person that I went to had to be encouraged. I am not suggesting that this was—you know, Joe Biden sat here and said, "Well, Disney would be a good idea."

Disney was already thinking about this before I ever said anything to you all. You were all already involved in this, so I don't want to have the record in any way suggest, as we all tend to do sometimes, is appear to take credit for something that—you know, the tide rolls in and we said, I predicted it. You know, I mean, I am not suggesting that at all.

I thank you for what you have done. But everyone with whom I have spoken, their response has been overwhelming, and I think it is just because of basic sound, good instincts, and also because there is, hopefully—if there is any place, I hope there is a profit to be found. Not that that is why you have done it, but I would love there to be a profit to be found in mining this vein. That would be the ultimate justification of the free enterprise system, if it worked that way.

But again, thank you very, very much. I appreciate your time and your effort, and with your permission I would like to be able to keep in contact with all of you to see how you are independently measuring this and to see what, if anything, short of us telling you what to do, how we can be cooperative. That old joke, "I am from the Federal Government, I am here to help you."

You know, it gets the same reaction it got from all of you, we don't always help. But in this case we want to be guided, we are looking for suggestions, and we are prepared to go to our constituency and to the American public and say we think it is worth taking a shot over here and we want to appropriate some money to try to do it, if it is judged to be worth taking a shot.

I thank you all very, very much, and unless any of have a closing comment, which I would welcome, the hearing is adjourned.

[Whereupon, at 12:20 p.m., the hearing was adjourned subject to the call of the Chair.]

○

34-981 0 - 91 (55)